



SHIFTING GEARs

Peterborough Workplace Transportation Challenge

For Release: June 13, 2014

Shifting Gears Workplace Transportation Challenge

2014 TRAVEL-WISE WORKPLACE AWARD WINNERS

CATEGORY	WINNER	RUNNER-UP
Large	Ontario Public Service: Robinson Place	Fleming College
Medium	Peterborough Public Library	Peterborough Family Resource Centre & Peterborough County-City Health Unit O'Carroll Office
Small	100.5 Kruz FM / 101.5 The Wolf	Hatch Ptbo
Micro	The Food Forest Café	Silver Bean Café
Master's Class	B!KE: The Peterborough Community Bike Shop	Toy Shop
Schools	Adam Scott CVI & IS	

Media Release

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SHIFTING GEARS CELEBRATES TRAVEL-WISE EMPLOYERS

(Peterborough) – **A celebration lunch will be held at noon on Friday June 13th at the Silver Bean Café to announce the winners of the Shifting Gears Travel Wise Workplace Awards.**

Participants from more than 110 workplaces walked, cycled, bussed, carpooled and telecommuted to work during the month of May as part of the challenge. **One of the focuses of this year's challenge was getting Peterborough active. This year, more than 10,500 trips were made by walking or cycling. If the minutes of physical activity gained through commuting during the challenge were spilt evenly among all participants, each participant would have averaged 100 minutes of physical activity per week. The Canadian Physical Activity Guidelines suggest that adults should have 150 minutes of moderate- to vigorous- intensity activity per week, so just by walking or cycling to work, participants would have meet 2/3 of their weekly requirement!**

During this initiative, workplaces competed against each other for numerous Travel-Wise Workplace Awards. These awards acknowledge employee efforts to get out of their vehicles, thereby saving money, improving health, and contributing to a more sustainable community. **This year was the second year that outstanding workplaces had the opportunity to compete against each other in our new Master's Class Category – a special category for workplaces who had won their respective size category three or more times in the past. Additionally, we introduced a School Category for the first time this year, with Adam Scott CVI & IS grabbing the first title.** Workplace coordinators, local officials and the Shifting Gears Team will gather in Millennium Park in anticipation of the results.

This is the 11th year of the Shifting Gears Challenge in Peterborough. During the month of May, participants track how they travel to work each day. The goal is to increase the number of trips made using walking, cycling, bussing, carpooling and working from home to reduce the number of trips to work made by a person alone in their vehicle. The campaign is a partnership between the City of Peterborough, GreenUP, Wild Rock Outfitters, the Peterborough County-City Health Unit, Student Car Share, and B!KE.

Please join us to celebrate this year's winners. Lunch will be provided.

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For more info contact: Brianna Salmon, Shifting Gears Ambassador, 705-745-3238 ext, 203,
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2014 Shifting Gears Challenge Results

Total Workplaces

113

Total kilograms of carbon dioxide emissions avoided by avoiding drive-alone trips

20,881 kg

Total number of trips made using active modes of transportation (walking, cycling, skateboarding)

10,695

Distance Travelled using walking or cycling:

42,775 km

Total Minutes of Physical Activity logged during the challenge:

243,932 minutes

Average minutes of physical activity gained per person per week on the daily commute:

101 minutes

Weekly minutes of physical activity recommended for adults in the Canadian Physical Activity Guidelines

150 minutes

Average contribute the daily commute makes to a participant's weekly physical activity goals:

Provides 2/3 of the recommended physical activity for adults!