

Winter Wonderland Sample Messages

Use the sample messages below in e-mails, newsletters and on your intranet site.

Subject: Winter Wonderland

Winter is upon us! The cold weather is here and snow is on the way. Before our winter wonderland begins, you should make your commute less stressful by carpooling, riding the bus or joining a vanpool. Icy roads and snow can be challenging and stressful, so let STA bus drivers do the driving for you or share the driving with a friend. When you ride the bus, you can enjoy watching the snow fall, start that favorite book you've wanted to read or just sit back and relax. You can save up to 2/3 of your commuting costs too. Carpooling is another great option. Carpooling with just one person can save you 50% of your commuting costs. With the holidays just around the corner, wouldn't it be nice to have some extra cash in your pocket!

By riding the bus, carpooling, vanpooling, walking, bicycling or working from home, you could win in the countywide prize drawings. Fill out your commute calendar and you'll be eligible to win 1 of 10 – \$25 Safeway Cards or a Kindle in the grand prize drawing.

If you need help getting ready for your winter wonderland, I'm here to help. Stop by my desk, email me or call me at <insert phone number>.

Subject: The snow is coming!

Give yourself a break from driving in bad weather and create your own winter wonderland. Enjoy reading a book, listening to music, playing your favorite crossword puzzle or sudoku game when you ride the bus to work. Leave the hassle of bad roads and traffic congestion to the bus driver. Sit back, relax and enjoy your commute.

Share the driving by carpooling with a coworker to work. You'll reduce your stress, have less wear and tear on your car, plus you'll save money by going to the pump less.

The snow is coming and there is no better time to start riding the bus or sharing a ride. By participating and filling out your commute calendar on MyCommute.org, you'll be eligible to win a Kindle in the grand prize drawing in December, plus you could win 1 of 10 – \$25 Safeway gift cards.

For help in finding a bus route, please stop by my desk, email me or call me at <insert phone number>. Additional information can be found on MyCommute.org as well.

Subject: Sweeten things up and get ready for the New Year!

Create a winter wonderland in December and you'll be set to sweeten your commute in January! Finish out December, watching the snow fall during your commute. Sounds fun and relaxing, doesn't it? By riding the bus, you can do just that. Sharing the ride with someone will also give you less time behind the wheel and more time to watch the snow fall.

By making the choice to Travel Green and filling out your commute calendar in December, you'll be eligible to win a Kindle in the countywide grand prize drawing. You could also win one of ten \$25 Safeway gift cards too. If you start in December, you'll be ready to sweeten your commute in January. The more you participate, the more chances you'll have to win Hallett's chocolates, Anthony's Restaurant gift cards and a Spa Getaway at The Davenport Hotel.

Don't delay! Create your winter wonderland and get ready to win! If you need help getting ready for your winter wonderland and sweetening your commute, I'm here to help. Stop by my desk, email me or call me at <insert phone number>.