



A New Commute Could Have You Saying “Arrivederci” Washington and “Buon Giorno Rome!”

- Promote Wheel Options at your worksite.
- Share your commute, or do anything other than drive alone to work **at least twice** during **October 18-31, 2009** and **fill out your commute calendar on MyCommute.org** to be eligible.
- Win a Trip to Rome for two, including airfare, lodging and a **Rick Steves Best of Rome 7 Day Tour**.
- **Employees who participate any time in October** will also be eligible to win over 35 local prizes, including:
 - Overnight Accommodation at the Red Lion Hotel
 - \$50 Safeway gift card
 - \$25 Applebee's
 - \$25 Gonzaga Book Store
 - \$25 Huckleberries
 - \$25 Home Depot
 - \$25 Bath & Body
 - Monthly Bus Pass
 - Wendle Motors VIP Service
 - Zak Designs Dinnerware and Cookie Jar
 - And much more!

ETC Tools

Everything you need to conduct a successful Wheel Options campaign at your worksite is located on the ETCs Tools Page, under More Tools on MyCommute.org:

- Wheel Options Calendar
- Prize List
- Great Ideas for Promoting Wheel Options
- Sample E-mail Messages
- And more

Media

Wheel Option messages will be heard on “Total Traffic” on all Clear Channel radio stations during the morning and evening commute October 5 - 23. It's a great fit as commuters are stuck in traffic listening to traffic updates with a message about using a commute alternative!

Registration/Agreement Form

The deadline to register for the Wheel Options campaign and be eligible for the October local prizes is September 25, 2009. Completed registration/agreement form can be faxed to 477-7478.

**wheel
options**
your trip, your way.

