

**FOR IMMEDIATE RELEASE**

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**Rideshare Week 2018: It's your life. Enjoy the ride.**

*Local workers and students who pledge to carpool, vanpool, bike, walk or ride the bus will be entered into \$100 prize drawing*

Ventura, Calif. – The [Ventura County Transportation Commission \(VCTC\)](#) and [Ventura County Air Pollution Control District \(VCAPCD\)](#) announced the launch of Rideshare Week 2018. Happening October 1-5, Rideshare Week is part of a regional campaign to decrease traffic and air pollution in Southern California.

During Ride Week, people who work or go to school in Ventura County are asked to pledge to try an alternative mode of transportation – such as carpooling, vanpooling, walking, biking or riding the bus – at least once from Oct. 1-5. Those who do, will be entered into a prize drawing for one of nine \$100 VISA gift cards.

To make the pledge and enter the Rideshare Week contest, visit [rideweek.org](http://rideweek.org) by Oct. 10.

According to the VCAPCD, more than half of all air pollution in Ventura County comes from mobile sources. At the same time, commuters face increasing traffic congestion and ever longer delays during their trips to work or school.

“This year’s Rideshare Week slogan, ‘It’s your life. Enjoy the ride,’ underscores the way commuting choices impact our quality of life,” said Darren Kettle, VCTC Executive Director. “Ridesharing saves money, relieves stress, and improves regional traffic and air quality. VCTC is committed to helping everyone in Ventura County find better, easier, more cost-effective ways to navigate our community.”

VCTC, the region’s go-to resource for commuters, provides reliable intercity bus service, carpool partner matching, a Guaranteed Home Program for workers who rideshare on a regular basis and much more. Visit [goventura.org/rideshare](http://goventura.org/rideshare) for details.

For more information about transportation, air quality and ridesharing during Rideshare Week or any week, follow VCTC (@goVCTC) on Facebook, Twitter or Instagram and VCAPCD (@VCAPCD) on Twitter.

**About the Ventura County Transportation Commission**

The Ventura County Transportation Commission is the regional transportation planning agency committed to keeping Ventura County moving. Program information is available at [goventura.org](http://goventura.org).

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