

***** **Press Release** *****

WHAT: North Shore TMA's (NSTMA) \$500.00 Green to Work (GtW) Annual Raffle Winner

WHO: North Shore Transportation Management Association (NSTMA) is committed to providing transportation service and benefits that meets the needs and address employee-related transportation issues in the communities of Beverly, Danvers, Lynn, Peabody, and Salem.

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SUBJECT: The North Shore Transportation Management Association (NSTMA) Celebrates Mr. John Cross as the NSTMA's \$500.00 GtW Annual Raffle Winner

The North Shore TMA in conjunction with participating NSTMA member companies will pay employees to change their commuting habits. The Green to Work (GtW) program is one of many incentive programs for employees and tenants of NSTMA members to enroll in. Participants in the NSTMA's GtW program earn gift cards for commuting to/from work/home using a carpool, vanpool, taking public transportation, biking, walking – or telework (working from home).

It is with great pleasure that the NSTMA has the privilege to announce that Mr. John Cross from OSRAM Sylvania was chosen as the NSTMA's \$500.00 GtW raffle winner. Mr. Cross was drawn from the names of those NSTMA member employees who participated in and submitted GtW program commuter logs for 12 consecutive months.



Thanks to OSRAM Sylvania for supporting the NSTMA's alternative commute programs and to Mr. Cross and his carpool-mate Mr. Roger Hunt for making a difference and for faithfully carpooling throughout the year. The NSTMA staff calculated some impressive numbers from Mr. Cross's monthly logs that we are extremely proud of.

Over the last 12 months, Mr. John Cross:

- saved approximately **280** round trips
- made approximately **152** alternative commutes
- reduced VMT's (vehicle miles traveled) by approximately **10,032 miles**
- saved approximately 456 gallons of gas at an average cost of \$2.70 per gallon equates to a personal savings of **\$1,231.20**
- contributed to the reduction of **10,996.896 lbs. of C02** from our environment.

Above: OSRAM Sylvania Business contact Marci Piper with winner John Cross. John chose Mobil Gas Cards, which he will share with his carpool-mate Roger Hunt also from OSRAM Sylvania.

"This is an exciting award to give to Mr. John Cross from OSRAM Sylvania" said Andrea Leary, Executive Director of the North Shore TMA. "Thank you and congratulations from the North Shore TMA staff. We have a record number of NSTMA employees participating in the Green to Work program. We hope that participants and their employers recognize the health, economical, and environmental factors of alternatively commuting to/from work/home as often as practical." "We look forward to Mr. Cross continuing in his alternative commutes and submitting his calendar logs each month for 2011." To entice employees to continue an active commute, the NSTMA offers multiple incentive programs that reward participants with gift cards for alternative commutes – the more employees alternatively commute to/from work/home, the greater the amount of their reward. For more information please go to www.northshoretma.org or call 603-702-2156.

About The North Shore Transportation Management Association

The North Shore TMA is a non-profit organization comprised of North Shore businesses and property owners employing commuters who are working together to address employee transportation-related issues in the towns of Beverly, Danvers, Lynn, Peabody, and Salem. The North Shore TMA is the 11th TMA in Massachusetts. We are part of a larger organization called MassCommute, which represents 300 companies and nearly 300,000 Massachusetts employees. More information is available at www.northshoretma.org.