

TAKE A BITE OUT OF THE APPLE



Show Us Your Commute!

North Shore TMA's 2010 Summer Promotion Is Here!

The North Shore TMA in collaboration with MassCommute has launched their 2010 Summer Promotion, **Show Us Your Commute**.

All employees of **North Shore TMA** member companies are invited to submit either an original video or an original photograph that either show (video less than two minutes long) or describe (photo with caption of 50 words or less) why you commute to work by carpooling, vanpooling, bicycling, walking, taking public transportation or teleworking (working at home).

Two First Prize Winners – one from each medium (video and photography) – will each receive an **Apple iPod Shuffle**. In addition, one **Grand Prize Winner** deemed to be the best overall entry will win a **\$200 Apple Store gift card**. Winners will be announced prior to the end of September.

Here are a few suggestions for **Show Us Your Commute** topics:

- Why I switched from driving alone – entries will illustrate why the participant decided to switch to carpooling, vanpooling, public transit, biking, walking, or teleworking. Example: a photo or video of your carpool whizzing down the HOV lane with the non-HOV lane traffic standing still, etc.
- My fabulous non-SOV commute – entries will illustrate any of the many benefits of switching to one of the above travel modes. Example: a photo or video of you relaxing in your hot tub while using your laptop.
- Something funny happened on the way to work – entries will illustrate something funny or unique that happened on your commute (or may be a reenactment of something that previously happened on your commute). Example: during your bicycle commute, you saw a rare bird.

But don't be shy: create your own topic! All ideas are welcome.

Show Us Your Commute Details

Deadline for submissions: September 15th, 2010, 12:00 midnight.

Submitting entries: An entrant may submit only one photo or video to **Photobucket**. Please click on the following contest/upload link:

http://www.northshoretma.org/event_summerpromotion2010appleshuffleContestUploadInstructions.htm

Viewing entries: All contest entries can be viewed at www.Photobucket.com/masscommute.

Judging entries: Photos and videos will be judged on originality, creativity, clarity, and how aptly they support the idea of using an alternative travel mode rather than driving alone to work. Each entry will be scored and judged on its own merits by a panel of judges from MassCommute TMAs.

Rights: The creator/originator of each entry retains the rights to its use, except that MassCommute reserves the right to use each entry to advance the goal of non-drive-alone travel options.

So don't waste time. Put your creative thinking cap on and **Show Us Your Commute**. You may win one of these great prizes from Apple.

Question? Email to: commute@NorthShoreTMA.org

North Shore TMA/MassCommute 2010 Summer Promotion

Video/Picture Upload & Contest Instructions

1. Go to www.Photobucket.com to upload your video/picture
2. Login with the following information:
 - a. Username: MassCommute
 - b. Password: carpool (please use all lower case letters)
3. Click on the green box – Upload your picture/video
4. A pop-up box will appear. Select file to upload from your computer then click on Open.
5. Once your file is uploaded you will land on the “organize your files” page. You will see the picture you uploaded and you will have the opportunity to add the following information: Title, Description, Tags. In order to complete your upload, you must include the following information for your picture/video:
 - a. Title – Enter your TMA name here (e.g. North Shore TMA)
 - b. Description – 50 words or less that describes your commute photo/video
 - c. Tags – Please include your name and company/location
 - d. Save – Click Save at the bottom to complete your upload.
6. Send an e-mail to the North Shore TMA Outreach Manager Al Marrone (commute@NorthShoreTMA.org) with the following information:
 - a. Name
 - b. Company/Company Location (e.g. Thermo Fisher/Cummings Ctr. - Beverly, MA)
 - c. Work Phone/E-mail address
7. View all contest entries at www.Photobucket.com/masscommute

By following the above steps, you will be entered into the North Shore TMA/MassCommute 2010 Summer Promotion. When you send your e-mail to the North Shore TMA, you are agreeing to the following with respect to your contest picture/video submission:



MassCommute Release Form for Photo and Media Recording

I, the undersigned, do hereby consent and agree that MassCommute, local TMAs and their agents/staff have the right to use photographs or digital recordings that I submit and to use these in any and all media, now or hereafter known, and exclusively for the purpose of the MassCommute

Summer Promotion. I further consent that my name and identity may be revealed therein or by descriptive text or commentary.

I do hereby release to MassCommute, local TMAs and their agents/staff all rights to exhibit this work in print and electronic form publicly or privately. I waive any rights, claims, or interest I may have to control the use of my identity or likeness in whatever media used.

I understand that there will be no financial or other remuneration for photos or media recording to me, either for initial or subsequent transmission or playback.

I also understand that MassCommute, local TMAs and their agents/staff are not responsible for any expense or liability incurred as a result of my participation in this photo/media recording, including medical expenses due to any sickness or injury incurred as a result.

I represent that I am at least 18 years of age, have read and understand the foregoing statement, and am competent to execute this agreement.