



News Release

Broward County Recognizes "Dump the Pump" Day

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CONTACT: Kimberly Maroe
Broward County Board of County Commissioners
PHONE: 954-357-8053
EMAIL: kmaroe@broward.org

The average cost of a gallon of gasoline is more than \$4 per gallon. Some analysts predict that will increase to \$4.50 per gallon by July 4. Driving puts a strain on your budget and is damaging to the environment.

On Thursday, June 19, Broward County Transit (BCT) will join the nation and tri-county transportation agencies by promoting and recognizing 2008 "Dump the Pump" Day. In addition, the launch of "Green Thursdays" in Broward County will be announced.

A news conference is planned at 11:30 a.m. at Stranahan Park, 100 E. Broward Blvd., in Fort Lauderdale.

Dump the Pump Day 2008 is a public awareness day that encourages people to abstain from purchasing gasoline and emphasizes the environmental benefits of using public transportation.

BCT will also announce the launch of "Green Thursdays."

Green Thursdays encourages people to use an alternate method of transportation at least once a week. County and City officials, public transportation agencies, business representatives and transit riders will come together with a commitment to use and support the use of alternative methods of transportation.

"We're appealing to people who have never considered getting on the bus, Tri-Rail, carpooling or perhaps riding a bike one day a week," said Broward County Commissioner Kristin Jacobs. "Everyone can save money and save the environment by not driving for just one day a week."

BCT is offering incentives to those who commit to Green Thursdays. Complimentary bus passes, contests, drawings, and tee-shirts will be offered on given Thursdays throughout the campaign that runs to September 25. Broward County businesses are also encouraged to allow for flexibility in the work schedules of employees using alternate modes of transportation.

"We encourage businesses to support employees who are finding other ways to get to work other than driving their own car," said Broward County Mayor Lois Wexler. "The number of people using public transportation has increased significantly lately and we want to encourage everyone to try it, at the very least once a week or more."

For more information please call Broward County Transit at 954-357-8400.

Media Note: Transportation officials, transit riders and representatives from transit friendly businesses are expected to attend and will be available for interviews.

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E-mail: publicinfo@broward.org
954-357-6990 * Fax: 954-357-6936