



Pollution Probe's annual Clean Air Commute challenges workplaces to get to work for the environment

Toronto, June 9, 2011 – Pollution Probe, a Canadian not-for-profit organization devoted to positive environmental change, is challenging workplace commuters to go to work the blue way next week with its 19th annual Clean Air Commute. As part of this year's Clean Air Commute, thousands of employees will join the "Blue Movement," showing support for clean air and blue skies from Monday, June 13th, to Sunday, June 19th.

The 2011 Clean Air Commute will see friendly competition among workplaces walking, biking, carpooling, telecommuting and taking public transit to work to achieve the greatest reduction in commuter-produced air pollutants and traffic congestion.

"The annual Clean Air Commute, powered by Pollution Probe, gives workplaces a chance to show just how much clean air and blue skies matter to all of us," said Bob Oliver, Chief Executive Officer, Pollution Probe. "Walking, biking, carpooling, telecommuting or using public transit during the Clean Air Commute can help us all breathe easier. It's time everyone got to work for the environment."

Last year, due to efforts by more than 14,000 employees from over 150 Canadian workplaces, the Pollution Probe Clean Air Commute prevented more than 525 tonnes of pollutants from entering the atmosphere. This year, thousands of people had registered for the challenge within days of registration opening.

"We are all responsible for the air we breathe," added Oliver. "By cutting back on driving by 10 per cent, a single person can remove up to 800 kilograms of greenhouse gases from his or her commute each year. Multiply that by hundreds of individuals and Pollution Probe's Clean Air Commute empowers people to make a big difference."

More than 180 organizations are gearing up to [participate in the 2011 Clean Air Commute](#), including the Ministry of the Environment, Sun Life Financial, and other leading companies across various industries.

"The McGuinty government has invested in transit, protected greenspace and is leading the way on green energy so that our children and our grandchildren will inherit a healthy environment and a strong economy in the years to come," said John Wilkinson, Ontario's Minister of the Environment. "During the Clean Air Commute, we're challenging the Ontario Public Service employees and all Ontarians to make cleaner, greener choices in how they get to work each day to show how small, everyday actions can make a big difference."

"Sustainability is an important dimension of Sun Life's mission and long term perspective. Supporting the Clean Air Commute increases public awareness of ways we



can all contribute to healthier communities, which ultimately helps people achieve a brighter, more secure future," said Michel Leduc, Vice-President Public and Corporate Affairs, Sun Life Financial.

Workplaces that want to make a difference by participating in this year's Clean Air Commute can visit www.cleanaircommute.ca for information on how to select a workplace coordinator, register and organize a workplace "Blue Crew." Throughout the 2011 Clean Air Commute, the number of total pollutants avoided will be tabulated online.

About the Clean Air Commute:

The Clean Air Commute is an annual event organized by Pollution Probe. It serves as a reminder that we all have a responsibility to do whatever we can to reduce the amount of pollutants being released into the air by high volumes of vehicles traveling on our streets and highways.

About Pollution Probe

[Pollution Probe](#) is a national, not-for-profit organization that exists to improve the health and well-being of Canadians, by advancing policy that achieves positive, tangible, environmental change. We strive for objectivity in pursuing the best ways to achieve our goals. Pollution Probe works with industry, government and environmental non-governmental organizations.

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