



For immediate release

It's official!

Peg City Car Co-op Launches Carsharing in Winnipeg

June 21, 2011 (Winnipeg)–Join Peg City Car Co-op in celebrating its official launch with funders, partners and members on Bike to Work Day at 9 a.m. on Friday, June 24th, with a ribbon-cutting ceremony in the Safeway parking lot at River and Osborne.

Winnipeggers will be able to experience how the carshare technology works at the Peg City Car Co-op and CAA Manitoba Bike to Work Day "Pit Stop" from 6:30-9:00 a.m. at the corner of River and Osborne.

"Bike to Work Day presented itself as the ideal day to officially launch the carshare co-op since our members are typically multi-modal travellers, getting around by bike, bus or walking. The carshare complements those transportation choices," says Liz Dykman, Board President of Peg City Car Co-op. "Our tagline says it all: Bike. Walk. Bus. And Sometimes, Drive."

Peg City Car Co-op provides its members access to vehicles 24/7 on an hourly basis without the hassles and expense of ownership. Until now, Winnipeg had been the largest city in Canada without a carsharing service.

Shauna Carmichael and Ken Bond, Peg City Car Co-op members and residents of Osborne Village, have already utilized the service a few times since it became operational on June 8th.

"Ken and I both love it. We find it very convenient and the service so far is amazing," said Shauna, "We are dedicated transit users, but sometimes, due to limited time and busy schedules, it is convenient to have the use of a car. For example, this morning we took our daughter to the zoo, had lunch, did a few errands, and got it all accomplished before nap-time! This type of combined trip would not have been possible in this timeframe using transit."

Peg City Car Co-op gratefully acknowledges the support of our funders and many partners including the federal Co-operative Development Initiative, The Jubilee Fund, Assiniboine Credit Union, Manitoba Conservation, Manitoba Housing and Community Development, Canadian Cooperative Association, Manitoba Cooperative Association, The Co-operators, SEED Winnipeg, St. Mary's Road United Church, CAA Manitoba, Canada Safeway, and Winnipeg U-Drive.

Contact:

Beth McKechnie
Manager, Peg City Car Co-op
T: 793-3912 / beth@pegcitycarcoop.ca
www.pegcitycarcoop.ca

**BIKE. WALK. BUS.
AND SOMETIMES, DRIVE.**