

FOR IMMEDIATE RELEASE
January 6, 2011

CALEDON WINS SMART COMMUTE EMPLOYER OF THE YEAR AWARD



(l-r) Councillor Nick deBoer, Peter Paz, Program Manager, Smart Commute Brampton-Caledon, Councillor Patti Foley, Councillor Doug Beffort, Councillor Rob Mezzapelli, Environmental Progress Officer for the Town of Caledon Sara Peckford, Energy and Environment Co-ordinator for the Town of Caledon Jeremy Schembri, Mayor Marolyn Morrison, Councillor Richard Paterak, Councillor Allan Thompson and Councillor Gord McClure with the Smart Commute Cup.

Caledon, widely-recognized for its environmental leadership and commitment to ‘green’ initiatives, has added another award to its growing list of earth-friendly kudos. The Smart Commute Employer of the Year Award was awarded to Caledon for its success in incorporating sustainable transportation into the corporate culture.

“Receiving this award speaks to the environmental dedication of Caledon’s staff,” noted Mayor Marolyn Morrison. “Given the scope of Caledon’s geographic area, and the fact that many staff travel from well-beyond our borders, congratulations must be extended to those employees who make commuting a viable – and possible – option.”

The judging criteria was extensive and included the following key factors:

- evidence that Smart Commute was integrated into the corporation;
- senior management support;
- demonstrated program momentum and enthusiasm;
- demonstration that commuters benefitted from Smart Commute;
- high level of employee participation.

An independent Awards Review Panel assessed the nominations and selected one winner for each region in the Greater Toronto and Hamilton Area (GTHA). Caledon’s staff participation, which nearly tripled from 3.9% in 2006 to 11% in 2010, was likely a factor in their selection. Other highlights of Caledon’s program include: 17% of staff used sustainable modes of transportation; car poolers are preferential parking; and staff is encouraged to use nearby recreational paths during lunch.

.../2



MEDIA RELEASE

-2-

About Smart Commute

Smart Commute Brampton-Caledon (SCBC) is a not for profit organization with funding and support from Metrolinx and the Region of Peel. SCBC has helped commuters prevent over 1,200,000 kg of greenhouse gas emissions by eliminating over 5,000,000km of car travel since 2007. Eleven organizations with more than 20,000 employees are currently members of Smart Commute Brampton-Caledon.

Smart Commute is a program of Metrolinx and the municipalities in the Greater Toronto and Hamilton area. To date, more than 150 employers with 350,000 employees have signed on to the Smart Commute program. Services such as the Carpool Zone online ride-matching service are also available to the public at www.smartcommute.ca.

Metrolinx is an agency of the Government of Ontario. For more information visit www.metrolinx.com

- 30 -

Media Contact:

Laura Johnston | Manager
Corporate Communications
905.584.2272 x.4106 | laura.johnston@caledon.ca