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MEDIA CONTACT

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CORRIDORRIDES LUNCH & LAUNCH EVENT OCT 20TH AT NEWBO CITY MARKET Bringing Transportation Alternatives to Iowa's Creative Corridor

The East Central Iowa Council of Governments (ECICOG) is hosting the CorridorRides Lunch & Launch event on Thursday, October 20th at NewBo City Market in Cedar Rapids from 12:00 – 1:00pm to officially launch CorridorRides, a new program to bring safe and efficient transportation alternatives to commuters and businesses in Iowa's Creative Corridor.

The event will be emceed by CBS2/FOX28's Scott Sanborn with a short presentation by ECICOG Executive Director Doug Elliott, Barbara Solberg of the Cedar Rapids Metro Economic Alliance, and Mark Nolte of the Iowa City Area Development Group. It will focus on not only the launch of the new brand, but also the new ridesharing website that is part of the Iowa DOT's statewide ride matching system and a new public vanpool program.

At the event attendees will get to:

- Take a look at one of our vanpool vehicles
- Learn more about the free ride matching website and how it can benefit their business
- See a customized business ridesharing site, thanks to our pilot organization Kirkwood Community College
- Discuss the vanpool program benefits with our vanpool provider vRide
- Meet with Iowa's Creative Corridor, a CorridorRides partner
- Network with businesses and stakeholders in our region
- Get a tasty lunch from Saucy Focaccia
- Support NewBo City Market as they make their post-flood comeback

CorridorRides' primary goal is to reduce commuter congestion on the I-380 corridor by providing businesses and residents in our region a way to connect through ridesharing resources and programs. By providing these resources we hope to grow our region's workforce and promote sustainable initiatives.

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The rideshare and vanpool programs, along with an express bus service between Cedar Rapids and Iowa City being planned for 2018, were suggestions of the Iowa Commuter Transportation Study. The study was conducted by the Iowa DOT, per the request of the Iowa legislature in order to identify the needs of commuters in the I-380 corridor. For more information on this study visit

www.ecicog.org/commuter-plan

Event Information:

- What – CorridorRides Lunch & Launch
- Where – NewBo City Market, Cedar Rapids
- When – Thursday, October 20th, 12:00 – 1:00pm
- Why – To launch the CorridorRides brand, ride matching website, and vanpool program
- Who – We are inviting businesses and stakeholders in our region, including the local news and area legislators
 - Organizations Participating - ECICOG, Iowa's Creative Corridor, Iowa DOT, Cedar Rapids Metro Economic Alliance, Iowa City Area Development Group, and the CorridorRides Steering Committee
- RSVP – tinyurl.com/jqh559a

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