

MEDIA ALERT / FOR IMMEDIATE RELEASE

MEDIA CONTACT

Nicole Van Nelson
nicole.vannelson@ecicog.org
 319-365-9941 ext. 125

CORRIDORRIDES LUNCH & LAUNCH EVENT TOMORROW AT NEWBO CITY MARKET
Bringing Transportation Alternatives to Iowa’s Creative Corridor

WHAT	<p>The East Central Iowa Council of Governments (ECICOG) is hosting the CorridorRides Lunch & Launch event tomorrow 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.</p> <p>The event 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.</p>
MEDIA OPPORTUNITY	<p>Media is invited to attend the event to learn more about the programs, speak with attendees and stakeholders after the short presentation at 12:00pm, see one of our vanpool vehicles, and support NewBo City Market as they make their post-flood comeback.</p>
WHEN	<p>Thursday, October 20th from 12:00 – 1:00pm</p> <ul style="list-style-type: none"> • Short presentation at beginning of event
WHERE	<p>NewBo City Market, 1100 3rd Street SE, Cedar Rapids</p>
WHO	<p>Emcee - CBS2/FOX28’s Scott Sanborn</p> <p>Speakers</p> <ul style="list-style-type: none"> • Doug Elliott, East Central Iowa Council of Government • Barbara Solberg, Cedar Rapids Metro Economic Alliance • Mark Nolte, Iowa City Area Development Group <p>Key Attendees</p> <ul style="list-style-type: none"> • Senator Joe Bolkcom • Senator Robert Dvorsky • Representative Kirsten Running-Marquardt • Staff from Senator Joni Ernst’s office • Staff from Congressman Rod Blum’s office • Iowa DOT • Iowa’s Creative Corridor • Representatives from organizations in our region including Rockwell Collins, United Way of East Central Iowa, Pearsons Education, Frontier Co-op, and Horizons

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ABOUT

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.

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

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