SUBJECT: Ride Week 2015: Save money, win prizes!

Hi [Company] Team,

I am your employee transportation coordinator, bringing you some good news.

Ride Week, happening October 5-9, is just [XX] days away! Want to win gift certificates for a new bike, Fitbit wireless activity trackers, gift certificates for new fitness shoes or monthly bus passes?!

Make a pledge this Ride Week to RIDE a bus. RIDE a bike. RIDE in a carpool or vanpool. *Even stRIDE* on a sidewalk! You can feel good about helping your environment, meeting new coworkers, saving gas money and maybe winning some prizes too!

All you need to do to be entered to win is pledge to RIDE using one of the alternative transportation methods mentioned above by creating an account at [ridematch.info](https://www.ridematch.info/rp/service.asp?Authenticated=False). Not only will you be entered to win, the site will also evaluate your commute and suggest several customized transportation options.

If you’re already a member, simply log into your existing account to be entered. For extra chances to win, you can use ridematch.info’s Commute Calendar to log your RIDEs during Ride Week. The more RIDEs you log, the more chances they have to win!

Ride Week is sponsored by the Ventura Country Transportation Commission (VCTC). Look for more Ride Week updates at [rideweek.org](http://rideweek.org/) on VCTC’s [Facebook](https://www.facebook.com/goventura) and [Twitter](https://twitter.com/goventura). Want to tweet about your Ride Week adventures? Don’t forget to use #rideweek in all of your posts.

Thank you!

[NAME]