



TEN TOE express 2011

Pledge your way to a healthier you.

Powered by You & Transit Alliance

WHAT IS TEN TOE EXPRESS?

The TEN TOE express is your chance to pledge to use your ten toes to get around town for three weeks at a time all summer long. Walk and/or ride your bike to connect with public transit as much as possible for work or recreation to power your healthier, more active lifestyle. You can pledge once, or every three weeks all summer long. The more you participate the better the chance you have to win one of our monthly prizes!

THREE EASY STEPS TO PLEDGE YOUR TEN TOES.

1. VISIT TENTOE.TRANSITALLIANCE.ORG TO FILL OUT AN ONLINE PLEDGE FORM.
2. WALK AND/OR BIKE TO CONNECT WITH TRANSIT DURING THE THREE WEEK PLEDGE PERIOD.
3. ONCE YOUR THREE WEEKS IS COMPLETE, PLEDGE AGAIN!

**Upon receipt of your first pledge for 2011, Transit Alliance will mail you information and goodies in a reusable TEN TOE express bag with a TEN TOE express pedometer to track the power of your ten toes! New this year, all first time 2011 pledgees will also receive a \$5 Starbucks gift card!*

VALUABLE PRIZES!

For every three week pledge, you will be entered into a monthly drawing to win one of our four monthly prizes. The more you pledge the better your chances...so commit to a more active, healthier you all summer long! Monthly prizes will be drawn at the end of each month from May through October and include:

- \$25 Natural Grocers gift cards (3 each month)
- \$100 Southwest Airlines gift card (1 each month)

WHO PARTICIPATES?

The program is open to all residents, commuters and visitors in the Denver metro area, and...

- Anyone that is looking for new ways to connect with transit.
- People interested in reducing their carbon footprint.
- Those that need a fun way to power a more active, healthy lifestyle.
- Anyone that is sick and tired of sitting behind the wheel stuck in traffic.

WHEN DOES THE PROGRAM START?

TEN TOE express will power up for its second year in May 2011 and run through October 2011.

You can pledge your support every three weeks during this six month period for chances to win one of our monthly prizes.

WHY A TEN TOE EXPRESS?

- Increase usage of alternative modes of transportation to connect to transit in the Denver metro region.
- Increase biking and walking for commute and personal trips to improve health and wellness.
- Decrease single occupant vehicle trips in the region to reduce CO2 emissions.
- Promote bicycling, walking and transit safety to community members.

All it takes is a quick trip to
tentoe.transitalliance.org

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Questions? Call 303-880-8874 or email cdawson@transitalliance.org.