



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

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Car Fee Day September 22, 2011

City of Vernon celebrates International Car Free Day with the launch of the new Transportation Demand Management website: www.vernon.ca/vernonmoves and Mayor Lippert presents W.L. Seaton Secondary School with a brand new bike rack donated by Urban Racks.

“The purpose of featuring a Transportation Demand Management (TDM) section on the City website site is to provide businesses, corporations and citizens with more information on our what, when and why the City of Vernon is implementing transportation demand management initiatives that are part of the 2008 Official Community Plan,” said Wendy Majewski, Transportation Demand Management Coordinator, City of Vernon. “The website is an informative tool that has links to events, plans and projects. Additional resources with easy links helps citizens have direct access to important safety and transportation issues.”

W. L. Seaton Secondary School celebrated Car Free Day with the installation of a brand new bike rack from Urban Racks. “Sponsoring the North Okanagan Bike to Work Week has been our pleasure for two years,” said Jeff Walmsley, Sales Rep from Urban Racks. “We have had an increase in inquiries from businesses in Vernon wanting high quality racks for their customers and we having been working closely with the City of Vernon and the Downtown Vernon Association to provide cyclists with safe bike facilities.”

W.L. Seaton responded to a challenge from Fulton Global Education secondary students this spring during the North Okanagan Bike to Work Week (BTW). Ironically, both teams won in their category. Fulton won the BTW Medium Size Team category and Seaton Outdoor Recreation class won the Small Size Team category. Fulton Secondary School received a bike rack last year for winning their category and this year they are celebrating with free “Wok Box” certificates. Both classes were instrumental in volunteering for the celebration stations during Bike to Work Week events.

“Bike to Work Week has inspired me personally to cycle home every day from work. I am feeling better, and experiencing an increase in my fitness, from my cycle home to the Westside. Several of other teachers at Seaton are now cycling to and from work”, said Doug Kozak, W. L. Seaton Outdoor Recreation teacher. “With the increase of staff cycling to and from work, our staff are going to challenge the students in next year’s BTW,” said Ms Kersey, Vice Principal, W.L. Seaton Secondary School.

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