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The RTC's Club Ride Program Still Enjoying Rapid Growth
New Employer Partners and Local Merchants Sign Up to Improve Traffic and Air Quality

The weather is cooling off, but Club Ride Commuter Services is heating up. Since July, 20 employers have partnered with the Regional Transportation Commission of Southern Nevada's (RTC's) Club Ride Commuter Services program, bringing the total number of partners to 224. Additionally, almost 30 local merchants have agreed to provide a discount to Club Ride members.

Club Ride works with employers to encourage the use of commute alternatives, such as transit, carpooling, walking and biking. By taking an alternative mode of transportation – rather than driving alone – commuters can reduce congestion, improve air quality and save money.

Employer participation in the Club Ride program is easy, as Club Ride's outreach staff works hard to encourage success – providing signage for carpool-only parking, hosting on-site transportation fairs, supplying marketing materials and much more.

The newest employer partners of Club Ride are:

All City Auto Body, Inc.
Aquarius Casino Resort
ARIA Resort & Casino
AT&T
Berry Plastics
Cemex, Inc.
Clark County Social Services
CPI Card Group – NV, Inc.
Kaplan College
Mandarin Oriental, Las Vegas

Real Property Services Corp.
REI Henderson
Sunset Station Hotel & Casino
Tangerine Office Systems
The Westmark Group
U.S. Army 6th Medical Recruiting Battalion
US Foodservice
Vdara Hotel & Spa
Wal-Mart Store #4356
Whole Foods Market, Henderson

“At CPI Card Group, we are dedicated to improving the work-life balance of our employees as well as being a responsible corporate citizen in the community,” said HR Manager Caroline Lucas. “It’s hard to ignore a program like Club Ride that improves the lives of employees and contributes to better mobility and a healthier community.”

To further help Club Ride participants save money, the Merchant Discount Program was added to the Club Ride Rewards incentive program. Club Ride members who show their membership card to

participating vendors at the time of purchase receive the advertised discount or special. Cold Stone Creamery is one of five new merchants in Southern Nevada who have joined the program in the past three months.

Participating merchants include:

Academy of Healing Arts	Harrah's Las Vegas
All Mountain Cyclery	Hooters Casino Hotel
Anytime Fitness	Imperial Palace
AutoTech	Jason's Deli
Bike World	JT's Bicycle
Blue Man Group	Krispy Kreme
Boulder Dam Brewing Co.	Las Vegas Cyclery
Cold Stone Creamery	Massage Envy
Dapper Dogs Salon	Quiznos
Desert Wind Engraving & Awards	Red Mango
Edies & Sher-Lo's Flowers	REI
Enterprise Rent-A-Car	SAM - store and move
Epic Storage	Takeria Puebla
Flamingo Las Vegas	Tropical Smoothie, Southern Highlands
Hap-E-Dog Natural Food & Bakery	

“We wanted to reward those people who are working to improve quality of life in our community,” said Salvatore J. Rizzo, owner of two Cold Stone franchises and president of the Las Vegas Valley Cold Stone co-op. “Cold Stone has always been dedicated to giving back and what better way to do that locally than through the Club Ride program. Working with Club Ride is perfectly in line with Cold Stone’s philosophy of sustainable practices.”

For more information about Club Ride Commuter Services and its programs, please visit www.rtsenv.com/clubride. You can also find Club Ride on [Facebook](#) and [Twitter](#) (@Club_Ride).

The RTC is the transit authority, transportation planning agency and regional traffic management agency for Southern Nevada. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use alternate commute modes to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada.

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