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RTC's Club Ride program recognizes local businesses with Star Awards for commitment to promoting commute options

LAS VEGAS – The Regional Transportation Commission of Southern Nevada (RTC) and Club Ride Commuter Services, a free program that promotes cleaner, greener modes of getting to work, honored the outstanding efforts of local employers that support commute option programs which help to reduce traffic congestion and improve air quality in Southern Nevada.

At a special luncheon held today at the Eastside Cannery Casino & Hotel, a Club Ride partner and park & ride location, the RTC and Club Ride presented Club Ride Star Awards in four categories:

- **STAR Employer Partner (recipient: Ark Las Vegas)** – Recognizes an employer partner who demonstrates exceptional efforts that encourage employees to use commute options and participate in Club Ride.
- **STAR Transportation Coordinator (recipient: Di Lan Borders, City of Henderson)** – Recognizes an individual Transportation Coordinator (TC) at an employer partner site for his/her dedication, creativity and resourcefulness in promoting Club Ride and assisting employees in finding carpool companions or transit options.
- **Marketing STAR (recipient: Bellagio)** – Recognizes an employer partner that goes above and beyond to dedicate resources and market commute options and Club Ride to employees.
- **STAR Rookie (recipient: Fitzgeralds Casino and Hotel)** – Recognizes a new employer partner (18 months or less with the program) that has quickly achieved success and demonstrates a strong or creative strategy for continued program growth.

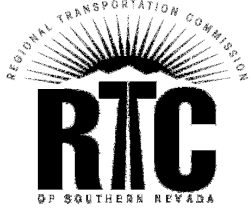
The awards were part of today's year-end celebration to recognize the efforts of all employer partners and the transportation coordinators that spearhead the Club Ride program at their worksites.

In total, Club Ride has over 250 employer partners that promote alternative mode commuting at their worksites. So far in 2011, Club Ride has welcomed 22 new employer partners, including most recently:

- LaQuinta Inn & Suites
- Coca Cola Refreshments
- Glass House Counseling
- N&M Ventures at the Palms
- Fitzgeralds Casino and Hotel
- Mars Retail, M&M's World Las Vegas

Employees of these organizations can take advantage of services offered by Club Ride, such as ride matching, discounted transit passes and guaranteed rides home. Commuters who regularly use an alternative to driving alone can also win gift cards and prizes through the Club Ride Rewards incentives program.

Thanks to the efforts of these Southern Nevada employers, Club Ride registered over 5,000 new commuters to date in 2011. Club Ride participants have reported close to 800,000 clean commute trips so far this year, reducing 5.7 million miles from Southern Nevada roads.



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For more information about Club Ride Commuter Services and its programs, visit rtcsnv.com or call 228-RIDE (7433). 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. For more information, visit rtcsnv.com.

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