



*For Immediate Release: August 27, 2014*

*Contact: Rosemary Mascali, [rmascali@transitsolutions.org](mailto:rmascali@transitsolutions.org); 516-242-8121*

## ***Car Free Day Long Island Scheduled For September 22 Farmingdale State College to Host September 18 Rally in Support***

Long Island will join in the celebration of Car Free Day – an international event that encourages drivers to leave their cars at home for a day on Monday, September 22. Participants are being asked to use more sustainable travel choices on the 2<sup>nd</sup> Annual Car Free Day Long Island, such as transit, carpooling, bicycles, walking and telecommuting to help reduce traffic, conserve energy, reduce harmful emissions, improve fitness, reduce parking problems and save money.

Car Free Day LI is being organized by a broad-based group of Long Island leaders from major employers, business, civic and environmental groups, universities and municipalities. Commuters, students and residents can pledge to go car free or car-lite at the Car Free Day LI website ([www.carfreedayli.com](http://www.carfreedayli.com)). Participants are also eligible to win raffle prizes including commuter bikes, gift cards, theater tickets and more.

This year, in support of the event, an island-wide Car Free Day LI Rally will be held at Farmingdale State College on Thursday, September 18 that will promote the use of commuting alternatives and will feature information provided by organizations such as 511NYRideshare, Transit Solutions, the Sierra Club of Long Island, Sustainable LI and North Shore-LIJ Health Systems. Guest speakers will address issues such as the environmental, economic, and health impacts of single occupancy vehicles. Workshops on behavioral change, transit-oriented development, bus rapid transit, and green–fleet technology have also been scheduled. The Rally will be held at the Farmingdale State College Campus Center from 2-5pm and all are welcome.

“We’re thrilled that Farmingdale State College will be hosting our Car Free Day LI Rally,” said Rosemary Mascali, Manager of Transit Solutions and Co-Chair of the Car Free Day LI event. “We’re looking forward to a fun and informative afternoon.”

“Since the early days of Farmingdale’s founding over 100 years ago, the campus community has supported environmental conservation.” said Farmingdale President Hubert Keen. “Supporting Car Free Day and hosting this rally is a natural for us. As we say, Green Then. Green Now.”

Companies, schools and organizations who would like to encourage their employees, students and members to pledge can utilize the Car Free Day Toolkit, available for download at the Car Free Day LI website, which includes celebration ideas, logos, flyer, poster, stickers and sample emails and social media posts. Information on commute alternatives is also available on the website.

The current leader in employee pledges is the North Shore-LIJ Health System. “As one of the largest employers in the New York metro area, North Shore-LIJ has a unique and powerful responsibility to protect the well-being of not only our patients and employees, but also the environment. Participating in Car Free Day is just one way that we can help reduce our carbon footprint,” commented Lisa Burch, North Shore-LIJ Health System Director of Sustainability and Social Responsibility and committee member.

Whether commuting to work or school, or running errands around town, using your car less qualifies for participation in Car Free Day LI. Even those already using commute alternatives can take the pledge to go car free or car-lite.

**Car Free Day LI \* 516-242-8121 \* Email: [info@carfreedayli.com](mailto:info@carfreedayli.com) \* Website: [www.carfreedayli.com](http://www.carfreedayli.com)**