



## **Winthrop University Office of Sustainability**

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FOR IMMEDIATE RELEASE

### **Campus goes “Car”less**

Winthrop participates in worldwide campaign promoting alternative transportation

On Monday, Sept. 22, students who regularly drive to campus can participate in World CarFree Day by walking, biking, or skateboarding. Winthrop’s Office of Sustainability is developing new campaigns to provide students with the necessary resources and incentives to rethink and reshape the daily decisions they make that affect the environment. World CarFree Day is a global, environmental event that invites participants to reduce pollution caused by vehicles.

According to the U.S. PIRG Education Fund, “Colleges and universities have increasingly adopted the goal of reducing driving as a part of their long term plans to develop healthy, sustainable, and successful institutions.” People all over the world have taken the pledge to give up their cars for the day to promote sustainability in transportation.

- CarFree Day is Monday, September 22
- Winthrop’s Office of Sustainability encourages students to participate in the global event by giving up their vehicles for the day and using alternative transportation
- Biking to campus can save students money and time while providing health benefits and reducing the negative effects driving has on the environment
- 2,445 individuals in D.C. are pledging to go CarFree on Monday
- CarFree Day began in 1995 as a national campaign in Europe and expanded to a global level in 2000

- more -



World CarFree Day encourages individuals to make a permanent change in their transportation habits that go beyond September 22.

YouTube video describing World CarFree Day can be found at:  
<https://www.youtube.com/watch?v=NQQfZsDVpAU>

Information on the World CarFree Network can be found at:  
<http://www.worldcarfree.net/wcfd/>

Approved quotes:

Chris Johnson states, “Although Rock Hill has a limited public transportation system, it does have an exceptional city-wide biking route.” This quote serves as helpful side comment to further facilitate students/faculty/staff to bike to campus.

Chris Johnson states, “Consider walking, biking, or roller skating to destinations instead of using a car or truck.” This quotes provides a few suggestions of alternative transportation students/faculty/staff could consider for their daily activities.

Upon request: Information on cities that have implemented a “World CarFree” campaign and/or universities that have implemented campaigns to reduce students’ vehicle use

*Winthrop University is a signatory of the Talloires Declaration and is an institutional member of the National Council for Science and the Environment (NCSE), the Carolinas Recycling Association (CRA) and the Association for the Advancement of Sustainability in Higher Education (AASHE). Winthrop is committed to sustainability and to serving as a positive example through sustainable practices.*

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### General Target Audience Analysis

This hard press release is to be featured in *The Johnsonian*, Winthrop's newspaper. It aims to target the following demographic/psychographic: Winthrop students, faculty and staff who live within walking/biking distance to the campus and are environmentally-conscious/aware. This press release may also appeal to those who would like to be a part of a worldwide movement or trend.

### TIPCUP Analysis

T – TIMELINESS – This event will take place on the first day of the upcoming week

I – INTEREST – Covers a trendy topic in today's media (sustainability)

P – PROMINENCE

C – CONFLICT

U – UNUSUALNESS

P – PROXIMITY – The event will take place worldwide but the press release aims to engage students here at Winthrop

S – SIGNIFICANCE

