COMMUTER CONNECT Corporate Challenge E-Mail Copy

SUBJECT LINE: **Help (company name) win the Car Free Day Corporate Challenge!**

PREVIEW TEXT (first line of copy to draw readers in): We’re taking the CAR FREE DAY INDY Corporate Challenge to Reduce Driving on Sept. 22 for Lower Stress & Cleaner Air in Central Indiana!

COPY:

**Free, Fun & Easy Way to Show We Care About the Environment**

The CAR FREE DAY INDY Corporate Challenge is part of our efforts to be a more sustainable company. We care about your health and that of everyone who lives in Central Indiana. So, let’s all work together and pledge to go car free or car lite on CAR FREE DAY INDY!

**When We Help Reduce the Number of Cars on the Road, WE ALL WIN!**

By participating in the CAR FREE DAY INDY Corporate Challenge, COMMUTER CONNECT will promote us as one of Central Indiana’s most environmentally responsible companies! This can help us recruit new workers and enhance our image in the community. Plus, the company with the most employee pledges by **September 20th at NOON** will win a CAR FREE DAY INDY Coffee Party! [Find out how today!](http://carfreedayindy.com/)

**After you pledge, Commuter Connect can help you figure out the best way to go car free that works for you whether it’s carpool, vanpool, transit, bike, walk, or telecommute.** [**Click here for more information!**](https://commuterconnect.us/)