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## Be an Ozone Action Hero: Dump the Pump

*Ride Capital Metro free with a coupon on National Dump the Pump Day, June 17*

June 14, 2010

## NEWS FACTS

- Thursday, June 17 is National Dump the Pump Day, and Capital Metro challenges Central Texans to be Ozone Action Heroes by leaving their cars at home.
- Ride Capital MetroBus, MetroRail and MetroExpress free on June 17 with a coupon available from local newspapers and from [capmetro.org](http://capmetro.org). Riders must present the coupon to the bus operator or the MetroRail fare enforcement officer upon request.
- During rush hour, a full bus takes 35 cars off the road; let's fill the bus!
- Walking, biking, or riding public transportation instead of driving is the single most effective way to reduce your carbon footprint and improve our region's air quality. In fact it's the number one heroic ozone action identified by the Capital Area Metropolitan Planning Organization (CAMPO).
- Leaving your car in the driveway can also make you a hero at home: you'll save money and improve your health, too.
- For a chance to save even more, submit a video that chronicles your heroic actions to improve air quality to CAMPO's Hero Chronicles contest. Learn more at [ozoneheroes.com](http://ozoneheroes.com). The creator of the winning video will receive a bicycle of his choice from AJ's Cyclery, and the second place prize is six months of MetroPlus passes from Capital Metro.

## MULTIMEDIA ELEMENTS

**TRADE YOUR KEYS  
FOR A CAPE.  
RIDE CAPITAL METRO  
FREE\* JUNE 17.**

**Become an Ozone Action Hero,  
Thursday, June 17, on National  
Dump the Pump Day.**  
Present this coupon to ride FREE  
on MetroBus, MetroExpress  
and MetroRail. You'll be saving  
money and the environment, too.

**Be a hero, DUMP THE PUMP!  
Plan your trip at [capmetro.org](http://capmetro.org)  
and visit [ozoneheroes.com](http://ozoneheroes.com)  
for more information.**

\*Coupon good for free bus and rail rides  
on Thursday, June 17 only, and must  
be shown to bus operators and  
MetroRail fare enforcement  
officers upon request.

**METRO**  
GO LINE 474.1200 | [capmetro.org](http://capmetro.org)

## QUOTES

- “Public transportation is a key component to sustainable, healthy neighborhoods. Capital Metro is working hard to make the Central Texas region more livable, with a bus network of 92 routes, 3,000-plus bus stops, new MetroRail service, and connectivity to the city’s robust bike route network. Reduce your carbon footprint and improve our region’s air quality by giving us a try on Dump the Pump Day.”

-- Doug Allen, Interim President/CEO, Capital Metro

## ABOUT CAPITAL METRO

Capital Metro's mission is to provide quality public transportation choices for our community that meet the needs of our growing region. With the highest per capita ridership in Texas, Capital Metro serves more than 3,000 bus stops with metro, flyer and express routes and UT Shuttle service. Capital Metro also provides MetroAccess service for passengers with disabilities, van and carpool coordination, and freight rail service.

Capital MetroRail is a new passenger rail system between the City of Leander and the Convention Center in Downtown Austin. MetroRail is part of the All Systems Go Long-Range Transit Plan that includes expanded local and express bus service, MetroRapid bus service, and new and improved park and ride lots. For more information, including an online trip planner and a commute cost calculator, visit [www.capmetro.org](http://www.capmetro.org) or call (512) 474-1200.

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