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For immediate release
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PAG infomercial, ad campaign win marketing award
Pima Association of Governments recently received an award for excellence in marketing and outreach for Sun Rideshare’s “Do Zombies Carpool?” infomercial and ad campaign. Sun Rideshare, a program of PAG, provides regional commuter assistance and encourages commuters to use alternative modes of transportation.

The award was presented at the Association for Commuter Transportation annual conference, Aug. 3-6 in San Francisco. The international trade association is a leading advocate for commuter transportation and transportation demand management.

The infomercial and ad campaign promote alternative transportation to reduce air pollution, traffic congestion and energy consumption, and describes the many services provided by Sun Rideshare. Employers in the PAG region use the infomercial to educate their employees about the available transportation options and the free commuter services provided. For more information, visit www.sunrideshare.org or like Sun Rideshare on Facebook.

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, watershed and air quality. PAG’s staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.PAGregion.com for more information or www.facebook.com/PAGregion.

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