



www.gosmarter.co.uk/gsw2010

smarter choices

FOR TRANSPORT IN TYNE AND WEAR

16th - 22nd September

WE CHALLENGE **YOU**
TO GET THERE DIFFERENTLY
THIS **GO SMARTER WEEK**

Travel differently and feel fitter, healthier and richer!



Make a pledge today and bag yourself an iPad!

TRAVEL SMARTER, LIVE BETTER



WHY NOT MAKE A SMARTER CHOICE AND TAKE UP THE CHALLENGE TODAY

Challenge yourself to get there differently during this years Go Smarter Week (GSW), and we bet that you'll feel a whole lot better for it! Try ditching the car for some of your journeys...

- Skip the stress of traffic jams and congestion.
- Sit back and enjoy the ease of public transport.
- Walking and cycling is free, and kind to the environment.
- Car sharing is a great way to save on petrol and parking.
- Enjoy regular, low impact exercise and feel better.
- It's a small change, that makes a big, big difference.

I challenge myself to walk/cycle/take the bus/metro/car share _____ times per week. Please circle your choice.

Take up a challenge today, fill in this pledge card and either hand it back to one of the GSW Team, post it back to us using the freepost address below. Or if its easier you can make your pledge online at www.gosmarter.co.uk/gsw2010

As well as feeling a whole lot fitter, healthier and richer for it, everyone who pledges to 'get there differently this year' will get one of our funky mobile phone/iPod sock covers and be entered into a prize draw to win a fantastic iPad!



Name: _____
Email: _____
Home postcode: _____ Work postcode: _____
Mobile: _____ Gender: Male
Year of birth: _____ Female

Tear off this part and hand it back to your GSW representative or freepost it to:
FREEPOST RSEA-BGSU-SZJ, Smarter Choices, Nexus House, St James Boulevard, Newcastle upon Tyne, NE1 4AX.

By signing up to our challenge, you will be entering the Smarter Club. Don't worry its free to join, and you will get the chance to win anything from cinema tickets to bikes and public transport tickets. For full terms and conditions visit www.gosmarter.co.uk. Your information may be shared with our travel partners. iPad prize winner will be drawn at random and notified by 30th September 2010.