



FOR RELEASE

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Rideshare and Win Tickets to Beach Blanket Babylon!

Oakland, CA—511 Rideshare is teaming up with [Steve Silver's Beach Blanket Babylon](#) to promote carpooling in the Bay Area. Solo drivers who sign up for the FREE [RideMatch](#) Service at [511.org](#) through February 29 will have a chance to win tickets to Beach Blanket Babylon.

Ridesharing is a great way to beat traffic congestion, reduce auto emissions and cut commute costs. And, ridesharing offers a sustainable alternative to drive-alone commuting. By partnering with Beach Blanket Babylon, 511 Rideshare is able to demonstrate that ridesharing is not only an environmentally-friendly means of commuting; it can be fun, entertaining and enjoyable.

Jo Schuman Silver, producer of Beach Blanket Babylon, states "Beach Blanket Babylon is proud to partner with 511 Rideshare by promoting carpooling in the Bay Area and doing our part to support green alternatives and lifestyles that mitigate climate change."

The always-topical Beach Blanket Babylon is the nation's longest running musical revue. Packed with hilarious spoofs of political and pop culture, spectacular costumes, outrageously gigantic hats and one show-stopping number after another, the show continues to delight in its 34th year at Club Fugazi in North Beach.

"We're really excited to have the cast and crew working with us," says Kit Powis, communications and public relations manager of 511 Rideshare. By joining with Beach Blanket Babylon, we can add levity to employees' expensive and stressful commutes." Carpooling can be easy with 511 Rideshare. As soon as commuters sign up, they receive an e-mail with a list of potential carpool partners who live and work nearby. For details go to: [511.org](#). "When you carpool, you'll save time, money and meet new people! And you may be on your way to see Beach Blanket Babylon in San Francisco," adds Powis.

About 511 Rideshare:

With a [RideMatch](#) service database of more than 14,000 San Francisco Bay Area commuters, 511 Rideshare helps commuters find other drivers to carpool or vanpool together. 511 Rideshare also advises and assists Bay Area companies in planning and formulating customized employer-organized commute programs. Its mission is to reduce traffic congestion, clean the air, and reduce greenhouse gas emissions.

[511 Rideshare](#) is a free Web and phone service funded by the Federal Highway Administration, U.S. Department of Transportation, the Metropolitan Transportation Commission, the Bay Area Air Quality Management District and county congestion management agencies. Qualifying carpools can cross [Bay Area toll bridges](#) free of charge during commute hours. For more information, visit the Rideshare page at [511.org](#).

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