

20th of March 2014

Cork commuters urged to join the Mix Your Mode movement

Mix Your Mode – a public awareness campaign has been officially launched to encourage the use of alternative and sustainable modes of transport.

The campaign being run in conjunction with Batterie, is an initiative of the Transport and Mobility Forum that will take place across Cork City and county from March 24th to 30th.

In a society dominated by single occupant vehicles, now more than ever, there is a greater emphasis on the importance of mixing our modes of transport to become more competitive as an economy, while making cost savings as individuals.

By choosing to use sustainable transport such as; walking, cycling, carpooling and catching a train or bus to school, college, work or for leisure, people can make significant savings and lead healthier lifestyles while reducing their carbon footprint

A number of fun and exciting events will take place throughout Mix Your Mode week, including a competitive challenge between two people who will race, one by taking the train while another by cycling and taking the ferry from the City Centre to Cobh.

The week itself will kick start when An Taisce's Green-Schools initiative will visit Green-Schools in Bishopstown, Carrigaline and Cobh as they carry out WOW days (walk on weekdays) where students, parents and teachers are encouraged to not only walk to school but also, cycle, Park 'n' Stride, use public transport or car pool instead of using the private car on the school run. There will also be a Sustainable Travel Art exhibition by 7 Green-Schools from Cobh in Kent station Cork which will run for the week. College students, commuters for work and those for leisure will also have their opportunity to get involved with events in UCC, Mahon Point and Brown Thomas planned throughout the week.

Bernie Connolly, spokesperson for the Transport and Mobility Forum, an umbrella group of sustainable transport organisations, encouraged all those who can to join the Mix Your Mode movement.

“Cork city and county has a diverse range of good quality and reliable transport services that give commuters many alternative options to travelling alone by car. The Forum is dedicated to helping not just commuters but communities to successfully improve the sustainability of their transport networks which will result in a more vibrant, liveable and sustainable city and county to live and work in.”

According to Bryan Riney of South West Regional Authority who manage the Batterie project (an EU Atlantic Area project to improve links between various transport services), cooperation and consideration is at the heart of the Mix Your Mode campaign.

“We're delighted to be part of this campaign which we hope will be a big success. It's so important for people to realise the difference they can make not just to their quality of life but to the environment by mixing their modes of transport.”

For more information on the Mix Your Mode campaign or to get involved visit www.transportandmobilityforum.com

Schedule of Activities

Monday 24th of March:

Weeklong: Art Exhibition in Kent station, Cork: 7 schools from Cobh exhibit art work exploring different sustainable modes of transport.

8am to 9am: Bishopstown Schools – Scoil an Spoiraid Naomh, St Catherine’s, Mount Mercy will have a Walk on Weekday (WOW). 11am-1pm: Students from Bishopstown schools will travel on the Red FM bus into town to highlight their local bus route and learn about the benefits of using public transport.

Tuesday 25th of March:

Scoil Mhuire Lourdes BNS, Carrigaline – students will meet to walk to school as part of a WOW morning in the school.

Mix Your Mode in UCC with information stands, presentations and a lunchtime cycle.

Wednesday 24th of March:

8am: Cobh Mix Your Mode – All island Cobh WOW (Walk on Wednesday) with all pupils and even some principals and teachers from all 7 schools in Cobh planning to walk and cycle to school. At 12pm, a prize will be awarded to the school with the highest number of participants who travel to school in a sustainable mode

11am: Finish line for competitive race challengers arriving in Cobh from city centre travelling by train and bike/ferry.

Thursday 25th of March:

10- 2pm Mahon Point ‘Mix your Mode’ - fun and informative events to encourage shoppers to consider alternative and sustainable modes of transport.

Friday 26th of March:

12.30pm – 1.30pm Fashion parade outside Brown Thomas to promote ‘chic travel’.