

EMBARGO UNTIL MONDAY, APRIL 11

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Join BART in celebrating our “Blue Sky”

Submit your own story and you could win \$500 worth of BART tickets

In the Bay Area, new stories are written every day. People here think about the environment and ask “what if?” BART has been thinking about the environment since before they carried their first passenger in 1972. For example, theirs are the lightest subway cars in the world, so they use less energy. They also use 100% electric power and get two-thirds of that power from clean hydro and renewable energy sources. BART is thinking about the environment today and will be thinking about it tomorrow.

BART knows you care about the environment, and they want to hear how you conserve resources, find new and better ways to recycle and protect the environment.

Starting April 11, 2011 you can tell BART your Blue Sky Story for the chance to win BART tickets worth up to \$500. Visit bart.gov/bluesky to submit and share your story, read and vote for other stories and get official rules. Submission deadline is Monday, May 9, 2011.

Thanks to BART’s environmental partners for helping pick the winning Blue Sky Stories: Bay Nature, Breathe California, Earth Share California, Greenbelt Alliance, Green Citizen, SF Environment.

BART Blue Sky Festival

Join BART for the first annual BART Blue Sky Festival, just in time for Earth Day, Thursday, April 21, 2011. Absolutely free from 11 a.m.-2 p.m. at Justin Herman Plaza in San Francisco. Get great environmental info and giveaways from dozens of eco-exhibitors, healthy and organic food samples, live music by the Venusians and more!

Get a BART Blue Sky Passport at the festival, fill it with stamps from six festival exhibitors and redeem it for a free \$6 BART ticket. The first 5,000 people who turn in a completed passport will get a free \$6 BART ticket right at the festival!

All stamped passports will then be entered in a drawing to win one of two Giant Expressway 2 folding bikes. Official rules will be available at the festival.

Folding bikes are a fantastic way to get to and from BART because folded bikes are allowed on all trains at all times. Visit bart.gov/bikes for more BART bike rules.

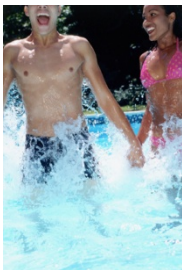
This is an outdoor festival...rain cancels!

A Journey Together

We can all do our part to save energy and protect the environment. An easy and inexpensive way to start is by riding BART.



You're fast, efficient and energized. So is BART. Today, BART is the USA's most energy efficient transit system. It's 100% electric and two-thirds of that power comes from clean hydro and renewable energy sources. Tomorrow, what if BART's new train cars reach optimal running speed faster with 8% less energy?



We think you're cool. Today, when it's warm outside BART cars work hard to be cool, too. Tomorrow, what if BART's new train cars are designed to be cooler in warm weather and use environmentally-friendly Freon-free refrigerants that help save our ozone layer?



You're powered from within. So is BART. Today, like a hybrid car, when BART trains brake they create energy. Then, 80% of that energy is recaptured to power other BART train cars. Tomorrow, what if BART's new train cars are designed to recapture 90% or more of this regenerated energy to power other BART trains?



You know lighter is a smarter way to go. We do, too. Today, BART has the world's lightest subway cars, so they use less energy.

Tomorrow, what if BART's new train cars are made of as much certified recyclable material as possible? That's smart.



You're naturally bright. Today, the inside of BART cars are brightened by fluorescent lights.

Tomorrow, what if BART's new train cars are illuminated by environmentally-friendly LED lights that save energy?



We know you love fresh air. So do the people at BART. Every weekday, BART riders save 200,000 gallons of gas and keep 4,000,000 pounds of CO₂ out of our environment.

Tomorrow, what if you asked a friend to join you on BART? Imagine if your friend continued riding for a week? A month? A year...

Remember to submit your Blue Sky Stories at bart.gov/bluesky by May 9, 2011 for your chance to win \$500 in BART tickets.

Get more information about BART's plans for the "Fleet of the Future" at bart.gov/cars.