



**FOR IMMEDIATE RELEASE**

December 7, 2019

## **First Car-Free Scavenger Hunt Takes Over Downtown St. Pete**

**ST. PETERSBURG, FL** - Car-Free St. Pete which includes the St. Petersburg Downtown Partnership (SPDP), Pinellas Suncoast Transit Authority (PSTA), Coast Bike Share and the Cross-Bay Ferry hosted a Car-Free Scavenger Hunt over the weekend that encouraged participants to find clues using car-free transportation.

On Saturday, December 7<sup>th</sup> at 2 p.m. participants formed teams of 2-4 to compete. The goal of the event was to showcase the multiple modes of transportation residents have available to explore downtown St. Petersburg without using their car.

“This scavenger hunt will help us all think about alternative transportation in Downtown St. Pete in a fun and competitive way. We are excited for our friends and neighbors to explore our downtown using the Central Avenue Trolley, Coast Bike Share, and the free Downtown Looper to see how easy it can be to get around car-free.” said Jason Mathis, CEO of St. Petersburg Downtown Partnership.

The winning scavenger hunt team received a grand prize of free transportation for a year which included: 20 Cross-Bay Ferry vouchers, annual PSTA bus passes and annual Coast Bike Share passes. At least 30 people participated in the first ever Car-Free St. Pete Scavenger Hu







The event was promoted heavily through social media. Participants deciphered clues, navigated car-free, took pictures at landmarks and posted to Instagram using the #CarFreeStPete hashtag.

“With all of the development happening in downtown St. Pete and the many new residents moving here, it’s imperative we think about transportation and what that will look like if each new unit brings one or two more cars with them,” said Whitney Fox, Director of Communications & Marketing for PSTA. “The point of the Car-Free St. Pete Scavenger Hunt is to help residents break the seal of getting around in their car alone for every trip and provide them with a fun experience of trying a variety of existing transit options instead.”

Why go car-free? A household can save nearly \$10,000 by taking alternative transit and living with one less car. Car-free transit reduces carbon dioxide emissions by 37 million metric tons annually in the U.S. and reduces energy consumption equal to 4.2 billion gallons of gasoline each year in U.S. By finding alternative ways to travel, residents will not only save money but also help reduce the carbon footprint in the city of St. Petersburg.

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SPDP: Established in 1962, the Partnership is a shareholder supported, not-for-profit organization focused on promoting urban growth and redevelopment that strengthens and diversifies the economy in downtown St. Petersburg, Florida. More information available at [stpetepartnership.org](http://stpetepartnership.org).

PSTA: The Pinellas Suncoast Transit Authority is the public transit provider for Pinellas County, providing more than 14.9 million rides per year. PSTA operates 38 bus and trolley routes with a fleet of 210 vehicles. More information is available at [www.psta.net](http://www.psta.net).