

FOR IMMEDIATE RELEASE

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**ITNAmerica launches #sharearide challenge,
declares 2015 “the year to give an older person a ride”**

The #sharearide social media challenge will culminate into a national Storybook Tour this summer, when ITN Founder & President will drive cross-country to gather stories for a book.

February 9, 2015 – PORTLAND, Maine – Just in time for the holiday of sharing the love, Valentine’s Day, the Independent Transportation Network of America (ITNAmerica) is challenging Americans to make 2015 the year to **#sharearide** with an older person. The challenge is simple and very important to the lives of millions of older Americans who are transitioning into the rider seat from the driver seat every day.

Here’s how the #sharearide challenge works:



**Proceeds of the #sharearide challenge and fundraiser will be shared between ITNAmerica and your local ITN affiliate in communities with ITN affiliates (www.itnamerica.org/findyouraffiliate), unless otherwise specified by donors.*

Why is ITN issuing the #sharearide challenge?

Aging and losing the ability to drive doesn’t need to mean losing the ability to live a full and active life. When it comes to transportation, older and visually impaired people are severely underserved, and it is only getting worse. By 2030, 20% of U.S. residents will be aged 65 or older. That’s 1 out of every 5, or nearly 75 million Americans.

“Older people who decide to stop driving outlive their decision by about 10 years. The answer to their unmet transportation needs is parked in driveways from coast to coast,” said ITN Founder and President Katherine Freund. Freund was named an AARP Inspire Award Honoree in 2009, and one of “12 People Who Are Changing Your Retirement” by the *Wall Street Journal* in 2008. “We need every car owner to give at least one ride to an older person who can no longer drive safely. Or, donate \$20 to ITN in 2015 so we can do it for you.”

All participants in the #sharearide challenge are eligible to be selected for one of Freund’s “story stops” on her 60-day [ITNAmerica Storybook Tour](http://www.itnamerica.org/storybooktour) this summer and, with permission, may also be featured in the book that she is writing about the tour.

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About the ITN Storybook Tour and #sharearide challenge

ITNAmerica Founder and President Katherine Freund is putting her mileage where her mouth is by buckling up for the ITN *Storybook Tour* this summer. The #sharearide challenge will surface the stories to serve as the basis for Katherine's story stops. The 60-day cross-country road trip kicks off June 16, the 20th anniversary of ITN's first ride. Freund wants to rally the nation to recognize the importance of mobility for people who can no longer drive, and help to secure solutions for the next 20 years. **Learn more at** www.storybooktour.org.

About Katherine Freund

Katherine Freund is an award-winning national expert on transportation solutions for America's aging baby boomers who are planning for their retirement or can no longer drive. She has been featured on C-Span and in the *New York Times*, *Forbes* and *Consumer Reports*. Her passion for transportation safety ignited 27 years ago, when her three-year-old son was run over by an 84-year-old driver. **Learn more at** <http://www.storybooktour.org/about-us>.

About ITNAmerica

ITNAmerica[®] is America's only national, non-profit, community-based transportation service for older people and people with visual impairments, providing door-through-door and arm-through-arm service. ITN began as a single transportation service in Portland, Maine nearly 20 years ago and has since grown into a network of 27 affiliated communities in 21 states from coast to coast. **Learn more at** www.itnamerica.org.

About Rides in Sight

Rides in Sight is ITNAmerica's national database providing access to listings of more than 15,000 transportation services through a web site (www.ridesinsight.org) and toll-free hotline (1-855-60-RIDES) for older and visually impaired people. **Learn more at** www.ridesinsight.org.

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