

Dear Members,

We're about to turn five!! What we started as volunteers has blossomed to something very special. Since you mean everything to PhillyCarShare, our 5th birthday wouldn't be complete without some major appreciation, reflection, and celebration. Join us for our **5th birthday bash at Transit** nightclub; write us a **birthday Haiku**; and take our **5-year member survey!**

In the meantime, this month we're introducing the **Subaru Impreza**, over **40 new cars**, and public **service to Wilmington**, Delaware. But otherwise, there's nothing major "new" this month. Hey, *that's* new.

5-year Member Survey

Please take it! PhillyCarShare is completely "Philadelphia" – founded by locals, funded (eventually) by local grants, and reinvesting 100% of our revenues here. So we want **you** (locals) to influence where we go next. How should PhillyCarShare look in another five years? How do you like certain aspects of the service? Please take 15 minutes to tell it all. Our **member survey** closes October 31, 2007. **Please take it today:** <http://www.zoomerang.com/survey.zgi?p=U27QSUSYTXBX>

Reflect: Birthday Haikus

We're accepting haikus (poems) as birthday gifts! Tell us how PhillyCarShare has affected your daily life...poetically. Write us your best haiku about PhillyCarShare, and we'll drop \$25 into your account if we publish yours next month. We're looking for creativity, fun, and your personal reflection. Choose any related topic, though keep short: you've only got 17 syllables! Send entries to haiku@phillycarshare.org.

5th Year Birthday Bash

Happy Birthday! That's right, it's been five amazingly green years since our community was born in Philadelphia. You deserve big-time appreciation, for making PhillyCarShare so special. PhillyCarShare members are invited to a very special evening with likeminded members, special guests, and some of the region's finest DJs.

This is a private party (not open to the general public) but we consider all our members to be VIPs. You are strongly encouraged to bring your friends, whether they are members or not. There is plenty of love to go around.

When: October 25th, 9pm to 2am

What: PhillyCarShare's 5th Birthday Party!

Where: Transit Nightclub @ 6th & Spring Garden (3 big floors!)

Cost: Free (to members and your guests); bring your key fob or Key-to-the-City tag

RSVP: Not required, but space is limited

Featuring:

- DJ Questlove (The Roots)
- DJ Rich Medina
- More special guests to be announced
- And so much more!

Be sure to bring your key fob or your Key-to-the-City tag to gain access for you and your guests.

Subaru Impreza

Say hello to the Subaru Impreza! Subaru is among the most environmentally friendly car manufacturers on the planet, building ecologically minded plants, grabbing top EPA ratings for low emissions, and offering the most fuel-efficient all-wheel drive (AWD) lineup in America. The roomy Impreza has enough space for you, your friends, or with rear seats folded down, even hauling your stuff. Ideal for those ski trips to the Poconos, this sure-footed AWD sedan can get you where you need to go.

Now available at 47th & Baltimore, 22nd & Chancellor, 12th & Chancellor, 1513 Pine, 1013 Arch, and more!

We also deployed over 40 new vehicles this month, including Sienna minivans, Honda Elements, Mini Coopers, Audi A4s, and about 20 new Toyota Prius hybrids. Enjoy!

Non-Profit of the Year

We know PhillyCarShare works for business, but we were pretty flattered this month when the Greater Philadelphia Chamber of Commerce named PhillyCarShare “Non-Profit of the Year”. Wow. Thank you big-time to our 700 businesses for embracing PhillyCarShare as a progressive, smart way to drive.

PhillyCarShare goes public in Wilmington, Delaware!

PhillyCarShare is proud to launch in Wilmington on October 11, 2007 by offering citywide car-sharing services for use by corporations, residents, and students. Already operating in the city since May with a municipal employee program, PhillyCarShare-Delaware will have five new pods:

- 9th & French
- 8th & French
- 13th & Washington
- Amtrak Train Station
- 11th Street between Tatnall and West

This is a great option for those who live, work, or play in the Wilmington region. We hope to see you at the following events to help us celebrate this exciting expansion!

Launch Party

When: Thursday, October 11th. 5pm-7pm
Where: Delaware Center for the Contemporary Arts
200 South Madison Street

Please RSVP to heather@phillycarshare.org if you are interested in attending this wine & cheese event.

PhillyCarShare-Delaware’s CARnival in Rodney Square

When: Thursday, October 18, 2007. 4pm-7:30pm (Raindate October 19)
Where: Rodney Square, Market and King Sts between 10th & 11th Sts

Join us for this festive community event, with entertainment, light refreshments, key speakers, and vendors.

Green Your Routine

PhillyCarShare is proud to participate as the pilot video for Ziddio’s Green your Routine contest. Check out PhillyCarShare’s video here: [PhillyCarShare on Ziddio](#) and be sure to give us your vote!

Ziddio and the makers of The 11th Hour (starring Leonardo DiCaprio) are proud to announce Green Your Routine, an online contest that asks individuals to upload videos demonstrating ideas or specific actions they’ve taken to help the environment.

Go ahead and use your creativity to submit a video to Ziddio.com. Don’t forget about PhillyCarShare when you win the grand prize!

Drive-In Movies

Caption: PhillyCarShare celebrated the changing of the seasons last month with our Fall Fair / Drive-In Movie Double Feature. Thanks to hundreds of you who came out to share this beautiful evening with live music, games, gifts, and PhillyCarShare convertibles to culminate our summer long drive-in series.

Community Improvement Grant Recipients

This month PhillyCarShare is proud to support the following neighborhood projects with small grants to make big things possible.

- The Beaumont Initiative – Pre-development costs for rehabbing vacant properties into starter homes by a local non-profit (Cedar Park)
- Project Capoeira – Contribute toward uniforms for this innovative community-based Brazilian Martial Arts program for youth (Newbold)
- Southwest CDC – Woodland Avenue Autumn clean & green project (Elmwood Park)
- Oak Lane Tree Tenders – Tree Planting & Education program (Oak Lane)
- St Mark’s Square – Historic flagstone sidewalk restoration program (Spruce Hill)
- New Kensington CDC – Materials for Veterans Day tree planting event (Port Richmond)

Volunteer Opportunities

Each month we post volunteer opportunities with great organizations that work with us or use our service. Visit our community web page for more information.

- **Tree Plantings**
 - Fairmount Park: 100-300 small trees each day! www.treevitalize.net
 - Numerous opportunities throughout the City. www.treevitalize.net
- **City Harvest**, a community-based network that grows and distributes naturally grown vegetables to Philadelphians who lack access to fresh produce or lack the resources to purchase it. <http://www.pennsylvaniahorticulturalsociety.org/phlgreen/city-harvest.html>
- **Committee of Seventy**: Election-day volunteers needed to monitor polling places. November 6th. Must attend a short training session. www.seventy.org
- Join PennEnvironment (www.pennenvironment.org) for meetings with legislators to discuss the impact air pollution and global warming has on you, and real clean energy solutions. Contact Adam Garber at (215) 732-5897 or agarber@pennenvironment.org.

Key to the City

It’s fall and the weather is perfect for you to stroll on down to our newest Key-to-the-City partners and take advantage of these great deals. Click [<http://phillycarshare.org/22/news/key-to-the-city.php>] to view the scores of exclusive discounts for PhillyCarShare members!

- **Greensgrow Farms** [<http://www.greengrow.org>] an urban business dedicated to growing local food sustainably, is offering during the month of October 50% off of any pumpkin purchase.
- **Ruth Daneman Salon & Massage Studio** [<http://www.ruthdanemansalon.com>] on East Passyunk Ave. \$10 off your first therapeutic massage session with Erik or Rica and \$5 off your first invigorating scalp treatment with Erin or Tammy.
- **Tony** [<http://www.tonyonthird.com>] a hip bi-level store in the heart of Old City, offers alluring apparel and fetching accoutrements at un-boutique-like prices. 15% off any one item (sales items excluded).
- **Loop** [<http://www.welcometoloop.com>] an eco-conscious paper goods company, is offering 15% off all Loop + Doodlespark card sets. Order directly from orders@welcometoloop.com
- **Four Worlds Bakery** [<http://www.fourworldsbakery.com>] a new bakery in West Philly specializing in sourdough breads made with freshly milled organic whole grains. 10% discount if pre-ordered.

If you would like your local business to be a Key to the City partner, please contact julie@phillycarshare.org.

September Invoice is Enclosed

Save Trees! Set your preferences online to receive invoices electronically. **We charge you \$3 for each invoice & newsletter we mail to you** the old-fashioned way.

Invoice charges are on the 15th or the next business day. (This means your bank statement will show a charge on the 16th or 17th.) If you have any questions, contact our Accounts Department, at accounts@phillycarshare.org or 215-730-0988 x5.

Enjoy the beginning of fall!



Tanya Seaman

Executive Director
PhillyCarShare

PhillyCarShare is a non-profit organization that seeks to maximize the economic, environmental, and social benefits of reduced automobile dependence in the Philadelphia region through community-based car sharing.