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NEWS RELEASE

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MONTANA PUBLIC RADIO HOLDS 'ECO-TRANSPORT RAFFLE'

MISSOULA—

Montana Public Radio will offer listeners a chance to win one of five amazing eco-friendly prizes during the station's newest innovative fundraising event – the “Eco-Transport Raffle.”

Each ticket purchased is eligible to win a 2008 Toyota Prius Hybrid, a retro-chic 100-mile-per-gallon Buddy scooter, a Trek 7300 commuter bike, Italian-made Lowa hiking boots with trekking poles, or a Real custom skateboard package with helmet and individual lessons from a pro.

Raffle tickets are \$50 each and will be on sale until 8:30 p.m. Saturday, Nov. 1. They are available on the station's Web site at <http://www.mtpr.org> or by calling 406-243-6400.

The station hopes to sell around 1,300 tickets – much better odds than winning the lottery.

“We wanted to try a new event that would appeal to lots of people,” said MTPR Associate Director Linda Talbott.

Talbott said that with the recent world focus on climate change and the economy, eco-friendly modes of transportation seemed like a good idea.

“Not only are the prizes we selected planet-friendly,” she said, “they also are very

economical to operate.”

The two prizes that require gasoline, the Prius and the Buddy scooter, are known for extreme fuel efficiency and low carbon emissions. The other three prizes are people-powered.

The raffle is one of several new initiatives at the station that include a new reporter in the Flathead and live broadcasts from election events and major music festivals.

Revenue from the raffle will be used for general operations of the noncommercial, public station, which broadcasts from The University of Montana to all of western and central Montana. With an annual budget of \$1.4 million, the station must raise about 67 percent through direct support from its listeners.

Raffle prizes were donated by Scooterville Montana, Open Road Bicycles, The Trailhead and Four Seasons Skatepark Foundation. Bitterroot Motors arranged for the Prius.

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