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Contact: Jennifer Becker
The Apple Organization
(305) 937-1581 x117
Jennifer@appleorg.com

GO GREEN PEDICABS LAUNCH IN DOWNTOWN MIAMI

**Public Contributes to Promoting Healthy Downtown Environment with Zero
Emission Transport Alternative**

MIAMI (September 9, 2008)--They are housed at Bayfront Park but you're likely to see them all over downtown – the little green pedicabs that release zero emissions. Ten open-air taxis have recently been deployed on the streets to serve as an alternative mode of transportation for pedestrians, professionals, residents and tourists alike.

Because they are powered by the driver's pedaling, every time someone chooses to ride a pedicab they are helping to protect the environment from hydrocarbon, carbon monoxide and nitrogen oxide emissions. They resemble a tricycle with one tire in the front and two in the back and a bench that comfortably seats two. Drivers of the vehicles work solely on tips and travel within designated areas in Downtown Miami, Brickell and Coconut Grove. The public can hire them right on the street as they ride by or schedule a pick-up online at www.gogreenpedis.com.

"The City of Miami and the Miami DDA have been very supportive of this initiative to reduce vehicular traffic and be more mindful of the environment," said Alyce Robertson, Miami DDA interim executive director. "We are thrilled that Downtown Miami will soon be recognized by the public as an environmentally mindful city."

Carlos Lastres, owner of Go Green Pedicabs noted, "Go Green Pedicabs' goal is to save the environment one ride at a time. The pedicab is powered by muscles, strength and endurance. The well-trained pedicab driver provides fun and safe travel for all riders. We intend to increase their presence and functionality as they generate more consumer interest."

Pedicabs can also be used for special events such as weddings, birthdays and anniversaries, and offer novel promotional opportunities as they are mobile advertisements for businesses.

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For more information on Go Green Pedicabs, please call (786) 942-2017. For additional information regarding the Miami DDA, please call (305) 579-6675, or visit www.miamidda.com.

About Miami DDA

The Miami Downtown Development Authority, founded in 1965, is a public-private, non-profit business organization that strives to develop Miami's downtown area.

It is governed by a 15-member Board comprised of three (3) public appointees and twelve (12) downtown property owners, residents and / or workers. Through its own programs and services and partnership with the City of Miami and other governmental entities, Miami DDA is dedicated to making Downtown a more livable community and improving the quality of life for employers, employees, residents, property owners, and visitors.

The Miami DDA in partnership with the Miami Downtown Partnership also publishes the DWNTWNR Newsletter, a quarterly update on what's new and happening in Downtown. The colorful informational piece is distributed to 15,000 residents, businesses, corporate centers and the Welcome Center. For more information on Downtown Miami, please visit the online version of the DWNTWNR Newsletter at www.dwntwnr.com.

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