

# VPSI "Read it from the Road"



# Background

## Program points:

- Conceived as a part of the VPSI customer appreciation and loyalty program
- Vanpool riders queried for answers (published on VanPools blog)
- Incentives- Drawing once weekly, different question for a Kindle
- Over 950 responses over the four week contest period

This week's comments from  
VPSI's *Read it on the Road Contest!*



Thanks to everyone who participated in this week's contest! Be sure to check back at [Van-Pools.com](http://Van-Pools.com) on Monday to see next week's question and enter in for another chance to win an Amazon Kindle!

# Contest Questions

- "What would you do with all of the money you save from vanpooling?"
- "If your vanpool had a name what would it be?"
- "What is the best conversation ever had in your vanpool?"
- "Who is selling the most expensive gas in your area?"

# Best responses...

- "I love being the driver. While others sleep or read, I control the radio- bwahahahahah!! Good thing I have excellent taste in music!"
- "Will you marry me?!? After commuting with her for a number of years, we both decided that we had more in common than just riding the van. Fate and our vanpool brought us together!"
- "The birthing experience- 5 females and 1 male- way too much information!"

# Past and Ongoing Programs

## *VPSI Customer referral program*



## *VPSI's National Account Store Promotion*

## *VA Medical Center Seeks Help from VPSI During Hurricanes*



*Kevin Crillo, MEDVAMC Transportation Coordinator, worked with VPSI to transport patients from the VA in Louisiana in the aftermath of Hurricane Katrina.*





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