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## **Winnipeg hosts Federation of Canadian Carsharing Co-operatives Local start-up Peg City Car Co-op attracts conference**

Representatives of carshare co-ops will be joining local host Peg City Car Co-op in Winnipeg the weekend of March 31 to April 1, 2012, from Vancouver, Victoria, Kelowna, Nanaimo, Nelson, Calgary, Regina, and southwestern Ontario to discuss the latest topics in the industry. Joining the discussion will be keynote speaker, Kevin McLaughlin, president and founder of AutoShare in Toronto. The conference brings positive attention to Winnipeg as a newcomer on the carsharing scene, while providing an opportunity for fellow carshare co-ops to share information.

"We're excited to come to Winnipeg because of its recent entry into carsharing," says Jason Hammond, president of both the national federation and Community CarShare, which operates in Waterloo Region and Hamilton. "Peg City Car Co-op really jumped into the market with some creative approaches, like their video series and use of social media."

With 2012 marked as the United Nations International Year of Co-operatives, the conference exemplifies the sixth co-operative principle of co-ops supporting other co-ops. The participating carshares range from the well-established, such as Modo The Car Co-op in Vancouver, which is celebrating its 15<sup>th</sup> year of operation with over 10,000 members and hundreds of cars, to new carshare co-ops in the process of organizing, such as Kelowna.

"Winnipeg's model is one we're hoping to emulate in our community," notes Christian Brandt of Kelowna. "It's a great opportunity to learn from Peg City Car Co-op's experience as well as other carshare co-ops across the country."

Manitoba is active in co-op development, with over 400 co-ops across the province contributing to the economy. Financial support for the conference is provided by the federal Co-operative Development Initiative through the Canadian Co-operative Association. For more information on carsharing, visit [www.pegcitycarcoop.ca](http://www.pegcitycarcoop.ca).

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