
MEDIA RELEASE

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Website: www.bctransit.com

CITY PROCLAIMS FIRST-EVER BUS 2 WORK WEEK

CAMPBELL RIVER – Gear up for another way to get around town and earn a chance to win a prize with the first-ever Bus 2 Work Week.

People riding the bus June 1-7 will receive a scratch-and-win ticket with each ride – and a chance to win one of seven free monthly bus passes for use in the Campbell River Transit System.

“Following on the success of Bike to Work Week, BC Transit and the City of Campbell River are pleased to proclaim the inaugural Bus 2 Work Week, to encourage Campbell River commuters to leave their cars at home for the week, and take the bus instead,” says Mayor Andy Adams. “Transit offers people of all ages and abilities a way to travel around the community. Ride the bus and spread the word!”

“With more than 600,000 rides taken on the local transit system every year, Campbell River consistently makes the most use of transit services among similar-sized communities in B.C. The inter-urban connection in Area D and to the Comox Valley expands the reach for riders who need to travel beyond city limits,” says Councillor Larry Samson, who holds the council portfolio for public works and transportation. “In 2014, the City of Campbell River’s Youth Action Committee produced a video (available on the City’s YouTube channel) outlining the benefits of riding the local transit system.”

“This is a great way to encourage people to get out of their cars and try the bus,” says Manuel Achadinha, President and CEO of BC Transit. “Once commuters experience how effective and efficient transit is, we believe they’ll become frequent customers. Thank you to the Mayor and council for their initiative to highlight BC Transit as an important part of the community.”

For more information online, visit <http://bctransit.com/campbell-river/home>

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