



Media Release

Friday, February 18, 2005

For Immediate Release

And Now Introducing the Viva Ambassadors

From A to Being ... involved

NEWMARKET – Community leaders from all walks of life are volunteering their time in support of Viva, York Region’s new and modern rapid transit system. These leaders have accepted an invitation to become Viva Ambassadors. The inaugural meeting was held last night at the Rapid Transit offices in Richmond Hill.

“The Viva Ambassador program is critical for it helps to build a network of supporters throughout the community,” said Bill Fisch, Regional Chair and CEO. “One of the most powerful and cost effective ways to promote the benefits of Viva is through word-of-mouth and our Ambassador program will be an excellent way of doing that.”

The Viva Ambassadors will help raise the profile of rapid transit through letter writing campaigns, meetings, speaking engagements, interviews, newspaper and magazine articles, and by tapping into their own network of business and community contacts. Viva Ambassadors have experience in a variety of fields and they will also be meeting or speaking with rapid transit staff regularly to provide strategic advice and input.

The Viva Ambassadors include:

Rudy Bratty:	Bratty & Partners LLP
Barbara Brown:	Older Adults in Action
Sam Ciccolini:	Masters Insurance Ltd.
Glenn Crosby:	J.J. Barnicke
Les Fluxgold:	Fluxgold Izsak Jaeger LLP
Drew Gerrard:	Deloitte & Touche LLP
Phil Gunn:	Director, GWL Realty Advisors Inc.
Bruce Kurta:	City of Vaughan
Jack MacKay:	Thornhill Seniors Centre
Dr. Lorna Marsden:	President, York University
Dr. Rick Miner:	President, Seneca College
David Tsubouchi:	Fraser Milner Casgrain LLP, former Cabinet Minister
Lorne Zon:	Senior VP, Markham Stouffville Hospital

“I’m absolutely honoured and delighted to be asked to serve as a Viva Ambassador,” said Dr. Lorna Marsden. “What a great idea and a great cause. It will provide a fantastic service to our students, staff and faculty.”

“I believe it’s important to do whatever we can to ensure Viva is a success,” said Dr. Rick Miner. “Clearly, public transit will be a critical element in York Region’s economic and social prosperity.”

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The Viva Ambassadors were recommended by members of the York Region Rapid Transit Steering Committee because of their leadership and past community involvement within the Region.

Frequency will be the hallmark of Viva, with rapid transit vehicles arriving every five to 10 minutes during peak periods. Viva stations will be modern, bright and safe, with fare vending machines to allow passengers to purchase their tickets before boarding and provide real-time information indicating exactly when the next vehicle will arrive.

Viva will link the Region's urban centres of Aurora, Markham, Newmarket, Richmond Hill and Vaughan along four major transportation corridors, including Highway 7 and Yonge Street. In addition, Viva will link York Region with the City of Toronto and its subway system, to transit systems in the Region of Peel, and eventually into Durham Region.

For more information about Viva or the Viva Challenge, please visit our Viva Kiosk located at the Vaughan Mills Mall or visit the Viva Web site at www.vivayork.com

For more information on the Regional Municipality of York, the services offered and links to the nine area municipalities, please visit the Web site at www.york.ca

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