



MEDIA ADVISORY



Friday, August 5, 2011

PRESTO in York Region

YRT/Viva representatives to distribute fee-waived PRESTO cards to riders

NEWMARKET – PRESTO – the electronic transit fare card system – launched in The Regional Municipality of York on Monday, July 18.

In celebration of the launch, YRT/Viva representatives will distribute up to 5,000 fee-waived PRESTO cards to riders.

YRT/Viva representatives will:

- Educate riders on the use of the PRESTO smartcard
- Show riders how to use the PRESTO website and register their card using on-site laptops
- Answer general PRESTO questions

PRESTO cards will be available at the following locations:

Date	Time and location
Monday, August 8 and Tuesday, August 9	Newmarket GO Bus Terminal 320 Eagle Street West (Eagle Street West and Davis Drive) Newmarket 1:30 p.m. to 6:30 p.m.
Wednesday, August 10	Newmarket GO Bus Terminal 320 Eagle Street West (Eagle Street West and Davis Drive) Newmarket 4 p.m. to 7 p.m.
Thursday, August 11	Hillcrest Mall 9350 Yonge Street Richmond Hill 3 p.m. to 7 p.m.
Saturday, August 13	Richmond Hill Centre Terminal 8675 Yonge Street (Highway 7 and Yonge Street) Richmond Hill 9:30 a.m. to 3:30 p.m.

...Continued on page 2

All PRESTO cards to be distributed are \$25 pre-loaded cards (\$6 card insurance fee and \$19 e-purse value). The \$6 card insurance fee will be waived for YRT/Viva customers who purchase and register their card on-the-spot. Customers who do not wish to register their card are required to pay the full card value of \$25.

For six to eight weeks following launch, YRT/Viva will conduct give-aways at bus terminals, post secondary schools and major destination points, such as hospitals and malls. Additional dates and locations of PRESTO fee-waived card giveaways will be available at www.yrt.ca

PRESTO is the electronic fare card system being introduced in phases across transit systems in the Greater Toronto and Hamilton Area (GTHA). Customers tap their PRESTO card on a payment device and the appropriate fare is deducted from the card's stored value, allowing for seamless transfers within and between participating transit systems.

For more information about YRT/Viva services, please visit the YRT/Viva website at www.yrt.ca or call the Customer Service Centre at **1-866-MOVE-YRT (668-3978)**.

- 30 -

Media Contact: Michelle McEwan, Corporate Communications, York Region
1-877-464-9675, ext. 1209 • Cell: 905-251-6412 • michelle.mcewan@york.ca

Founded in 1971, The Regional Municipality of York is made up of nine municipalities and provides services to more than one million residents, 29,000 businesses and 495,000 employees.

