



# MEDIA ADVISORY



Friday, July 15, 2011

## PRESTO soon to launch in York Region

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

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

In celebration of the launch, starting July 18, YRT/Viva representatives will distribute up to 5,000 card issuance 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 PRESTO and YRT/Viva questions

PRESTO cards will be available at the following locations:

Date	Time and Location
Monday, July 18 and Tuesday, July 19	<p><b>Richmond Hill Centre Terminal</b> 8675 Yonge Street (Highway 7 and Yonge Street) Town of Richmond Hill</p> <p>1 p.m. to 6:30 p.m. <b>Cash only</b></p>
Wednesday, July 20 and Thursday, July 21	<p><b>Finch GO Bus Terminal</b> 5697 Yonge Street (Yonge Street and Bishop Avenue) North York</p> <p>1 p.m. to 6:30 p.m. <b>Cash only</b></p>
Monday to Friday	<p><b>South Service Centre</b> 50 High Tech Road, 5<sup>th</sup> Floor Town of Richmond Hill</p> <p>8:30 a.m. to 4:30 p.m. <b>Cash, debit and credit accepted</b> (\$6 card issuance fee will be waived for the cards purchased at this location for the duration of the YRT/Viva PRESTO promotion)</p>

All PRESTO cards to be distributed are \$25 pre-loaded cards (includes \$6 card issuance fee and \$19 e-purse value). YRT/Viva customers who choose to purchase and register their PRESTO card on-the-spot will only pay \$19 (\$6 card issuance fee waived). Customers who do not wish to register their card on-the-spot may purchase a PRESTO card for \$25. **Cash only** payments will be accepted at the terminals. Cash, debit and credit will be accepted at the South Service Centre.

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Additional YRT/Viva PRESTO card distribution dates and locations will be identified for bus terminals, post secondary schools and major destination points, such as hospitals and malls. A list of new dates and locations will be available at [www.yrt.ca](http://www.yrt.ca)

For the weeks following launch, YRT/Viva representatives will be at key bus terminals to assist riders and answer questions.

PRESTO is the provincial 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.

YRT/Viva offers local and rapid transit services throughout all nine municipalities in York Region. More than 120 routes keep residents connected within York Region, as well as with connecting services in the City of Toronto and the Region of Peel. More than 19 million riders used YRT/Viva services in 2010, with an average of 73,000 boardings made each weekday.

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

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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.