



# MEDIA ADVISORY



Friday, July 22, 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

Date	Time and Location
Monday, July 25 and Tuesday, July 26	<b>Finch GO Bus Terminal</b> 5697 Yonge Street (Yonge Street and Bishop Avenue) North York  1 p.m. to 6:30 p.m.
Wednesday, July 27 and Thursday, July 28	<b>Richmond Hill Centre Terminal</b> 8675 Yonge Street (Highway 7 and Yonge Street) Town of Richmond Hill  1 p.m. to 6:30 p.m.

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 the week following launch, YRT/Viva representatives will be at key bus terminals to assist riders with the PRESTO machines and answer questions.

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](http://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.

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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.