



PUBLIC SERVICE ANNOUNCEMENT



Thursday, May 31, 2012

Try PRESTO at an upcoming YRT/Viva event

Fee-waived Presto cards available at upcoming YRT/Viva region-wide events

NEWMARKET – The Regional Municipality of York invites residents to try PRESTO and save the set-up fee by attending an upcoming YRT/Viva event. Staff will be visiting malls, terminals and other busy locations throughout the Region to help customers get on board with PRESTO – the new automated fare card.

Register a new PRESTO card at a YRT/Viva event and your \$6 set-up fee will be waived. If you already use PRESTO, stop by for customer support or to reload your card.

Upcoming YRT/Viva PRESTO Events

Municipality: Town of Richmond Hill
Date: Thursday, June 7
Location: Richmond Hill Centre Terminal, Yonge Street and Highway 7
Time: 1 p.m. to 6:30 p.m.

Municipality: Town of Richmond Hill
Date: Friday, June 8
Location: Richmond Hill Centre Terminal, Yonge Street and Highway 7
Time: 1 p.m. to 6:30 p.m.

Please contact York Region Corporate Communications to make arrangements to speak with a YRT/Viva spokesperson regarding PRESTO.

PRESTO cards distributed at YRT/Viva events are \$19 pre-loaded cards. A \$6 set-up fee will be waived for customers who purchase and register on-the-spot. Please note purchases are cash only.

PRESTO is the provincial electronic fare card system introduced across transit systems in the Greater Toronto and Hamilton Area (GTHA) in 2011. Simply tap your PRESTO card on a payment device and your fare is deducted. PRESTO eliminates the need for cash and tickets and makes it easy to transfer within and between participating transit systems.

More than 4,600 cards have already been distributed at YRT/Viva PRESTO events in 2011. Additional PRESTO information can be found at www.prestocard.ca or the YRT/Viva website at www.yrt.ca

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)**.

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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, 28,000 businesses and 516,000 employees.