



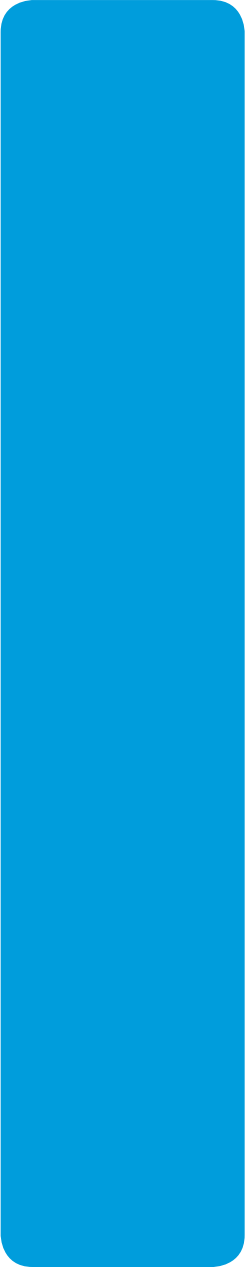
YORK REGION TRANSIT. A NEW WAY TO CONNECT.



YORK
REGION
TRANSIT

IT'S COMING SOON TO A STREET NEAR YOU. A NEW LOOK. A NEW LOGO. A BETTER WEBSITE. NEW BUSES. NEW ROUTES. NEW SERVICE ENHANCEMENTS. NEW TECHNOLOGY. MORE RAPID TRANSIT. YORK REGION TRANSIT. IT'S THE NEW FACE OF TRANSIT. IT'S A NEW WAY TO CONNECT.

York Region Transit. Viva. York, connected. yrt.ca



YRT "Connect" Campaign 2006

YRT/VIVA MARKETING + COMMUNICATIONS INITIATIVES

engineering

geology

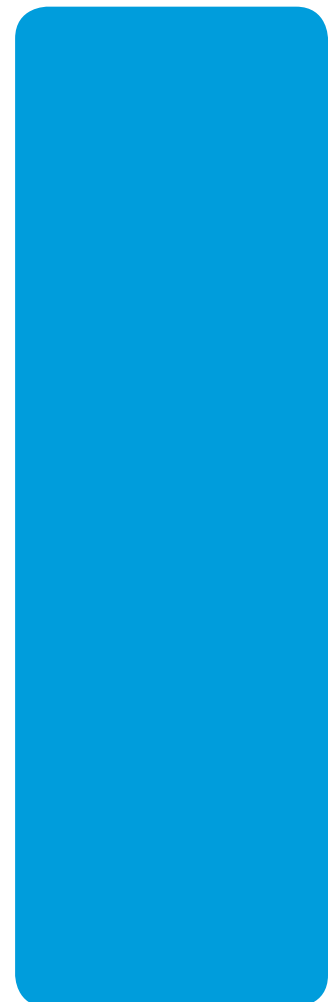
boom!

connect
viva sets you free. free to connect with the world
you live in. with people you, like, really like.
join the student freedom movement. ride viva now.

VIVA™

 York, connected.

vivayork.com | yrt.ca



University/College Student “Connect” Campaign 2006
YRT/VIVA MARKETING + COMMUNICATIONS INITIATIVES



feel free to do more.

when you ride viva or yrt, one fare is valid for two hours. you can hop on and off and on again as often as you like. so feel free to do more. get a manicure. do lunch. meet your banker. viva is just the ticket.

VIVATM



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YRT/Viva "Hop-On, Hop-Off" Campaign 2006
YRT/VIVA MARKETING + COMMUNICATIONS INITIATIVES



YRT/Viva Communication Materials

YRT/VIVA MARKETING + COMMUNICATIONS INITIATIVES