



## Media Release

Friday, January 21, 2005

### **ARE YOU UP TO THE CHALLENGE ... THE VIVA CHALLENGE?**

NEWMARKET – Prepare to learn about York Region’s new rapid transit system, have some fun and possibly win a prize. The Viva Challenge has arrived in shopping malls, community centres and at various events throughout the Region.

“The Viva Challenge is a great way to educate people about our innovative, new rapid transit system,” said Regional Chair and CEO Bill Fisch. “This approach will create excitement and anticipation for a rapid transit service that will be frequent, reliable and comfortable.”

To take the Viva Challenge in person, people must fill out a ballot with a multiple choice question and then give us their best Viva for the camera. It can be as simple as making a “V” with your fingers, or presenting “Viva” in a unique and creative way; perhaps using a prop or with a group of people. It’s all up to you. If people can’t take the Challenge in person, they are encouraged to visit the Viva Web site and submit their own digital photo.

Team Viva members will be out in the community on weekends between now and the end of April, taking photos and encouraging people to step up and use the special Viva kiosk.

“I encourage everyone to take the Viva Challenge and learn more about this exciting new rapid transit system,” said Richmond Hill Mayor Bill Bell, Vice Chair of the Rapid Transit Steering Committee. “The benefits of Viva will be far-reaching, having an impact on people in every corner of York Region. Viva will provide a fantastic ride that connects to neighbouring transit systems, will reduce gridlock, improve air quality and attract new commercial and residential development.”

“The Viva Challenge is all about having fun and getting to know Viva,” said Sarah Lieberman, Team Viva member. “To play, all you need is a little creativity and a little attitude.”

The Viva Challenge will run between now and the end of April. One winner will be chosen each day of the Challenge, with the winning digital photos displayed on the Viva Web site Challenge Gallery. Winners will receive a prize consisting of Viva gear, such as a Viva T-shirt, a Viva calculator, a Viva travel mug or a Viva portable radio. At the end of each month, one grand-prize winner will be chosen and they will receive a monthly pass on the YRT/Viva system for themselves and a friend, and be invited to participate in the Viva service launch in September 2005.

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Frequency will be the hallmark of Viva, with rapid transit vehicles arriving every five to 10 minutes during peak periods. Viva stations will be modern, bright and safe, with fare vending machines to allow passengers to purchase their tickets before boarding and provide real-time information indicating exactly when the next vehicle will arrive.

Viva will link the Region's urban centres of Markham, Richmond Hill, Vaughan, Aurora and Newmarket along four major transportation corridors, including Highway 7 and Yonge Street. In addition, Viva will link York Region with the City of Toronto and its subway system, to transit systems in the Region of Peel, and eventually into Durham Region.

Kiosks will be located at the Promenade Mall, the Markville Mall, and the Hillcrest Mall. Please visit the Viva Web site at [www.vivayork.com](http://www.vivayork.com) for specific dates and times.

For more information on the Regional Municipality of York, the services offered and links to the nine area municipalities, please visit the Web site at [www.york.ca](http://www.york.ca)

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