



## Media Release

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For Immediate Release

### **Viva promotion takes to the streets of York Region**

**NEWMARKET** – Viva banners are being installed on light poles in several urban centers throughout York Region. The banners will be placed near 108 of the 119 Viva stations, promoting the new modern rapid transit service prior to launch in September 2005.

“The Viva banners are an effective way of spreading the word about York Region’s new and exciting rapid transit service,” said Bill Fisch, York Region Chair and CEO. “We believe Viva will attract a whole new generation of riders, and the banner campaign will be aimed primarily at drivers.”

The banners are in the shape of a fin tapering from 19 inches wide at the top to 27 inches wide at the bottom and 72 inches in length. They are being installed 12 feet above the street level and will be located along the rapid transit corridors in Newmarket, Aurora, Vaughan, Richmond Hill and Markham. The banners will initially be promoting the Viva Challenge and directing people to the Viva Web site, [www.vivayork.com](http://www.vivayork.com)

“The Viva Challenge is all about having fun and getting to know Viva,” said Sarah Lieberman, Team Viva member. “In the two weekends we have been in the Promenade Mall, nearly 100 people have enthusiastically participated in the Challenge, giving us their best ‘V’. The banner campaign will go a long way towards encouraging even more people to get out and express Viva in their own creative way.”

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 submit their own digital photo to: [challenge@vivayork.com](mailto:challenge@vivayork.com)

Team Viva members continue to 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.

The Viva Challenge will run from January 2005 to the end of April 2005. One winner will be chosen each day of the Challenge, and the winning photos will be displayed on the Viva Web site Winners 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 Aurora, Markham, Newmarket, Richmond Hill and Vaughan 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, Upper Canada Mall and the Hillcrest Mall on a rotating basis. 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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