



For Immediate Release

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## NORTH BAY TRANSIT – GGOB- GO GREEN ON THE BUS

*Youth Ridership Marketing Campaign Launched*

**North Bay** – North Bay Transit wants students to ride the bus and is promoting City Transit as a viable, environmentally friendly transportation option for the youth of North Bay.

“The purpose of this campaign is to remind the youth of our community, who are environmentally aware, that there exists a transportation option in our community other than cars and trucks,” said Councillor Mike Anthony. “This campaign is an opportunity for us to reach out to this demographic in our community and educate them on the cool benefits of using the local public transit system to get to where they want to go,” added Anthony.

“The Government of Canada is pleased to support a project in North Bay that encourages young people to ‘Go Green on the Bus’,” said Canada’s Transport Minister John Baird. “North Bay is one of many Canadian cities with projects that are helping to reduce traffic congestion, commute times, and contribute to cleaner air for local residents.”

Transit officials and local youth today joined Deputy Mayor Peter Chirico and Councillor Mike Anthony, along with other members of council, to launch the Go Green on the Bus (GGOB) campaign. In launching the GGOB campaign, North Bay Transit is answering a call from local youth, who advised that they were not familiar with ‘how to ride the bus’. In the past, it has been more convenient for youth to hitch a ride with a parent, family member or friend. However, today there is a need to reduce the carbon footprint in our community and to decrease traffic congestion. GGOB will promote public transit as a practical alternative to move youth around the city.

Presentations will be made at four local high schools in the near future, where transit officials will provide information on how to take the bus, and explain how the transit system works. Following the presentations, students will each be given five complementary transit rides as well as an added incentive to encourage them to use public transit.

“Once the students have used up their five complementary rides, we ask them to go to the website, [www.ggob.me](http://www.ggob.me), to complete a survey on their experience which will allow us to calculate the reduction to the carbon footprint in our community and also to collect feedback on how we can make things better,” advised Dorothy

Carvell, Manager of North Bay Transit. “An added bonus for those who complete the survey is a chance to win an iPod touch, term pass or monthly pass. Rides must be used by December 17, 2009,” added Carvell.

TWG Communications and North Bay Transit collaborated to develop the youth ridership campaign.

“GGOB is a cool invigorating breath of fresh air campaign and we are pleased with the fact that North Bay Transit is educating our youth about this transportation option in our community,” says Donna Backer, Account Manager at TWG Communications.

This project is supported by Transport Canada's ecoMOBILITY Program which works with municipalities and regional transportation authorities to help reduce urban-passenger transportation emissions by encouraging commuters to choose public transit or other sustainable transportation options. Through the program, the government is taking action to find ways to meet transportation needs, reduce costs to Canadians and protect the environment. For more information on the ecoMOBILITY Program please visit [www.tc.gc.ca/urban](http://www.tc.gc.ca/urban).

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