

## DONATE A RIDE Kicks off 18th Annual Campaign

DONATE A RIDE becomes *Make Something Essential* as part of the Make Something Edmonton initiative.

Councillor Dave Loken kicked off the 2013 DONATE A RIDE campaign by announcing participation in the Make Something Edmonton initiative as *Make Something Essential*.

"DONATE A RIDE is a great fit for the Make Something Edmonton initiative," said Councillor Dave Loken. "It is a genuine made-in-Edmonton solution to addressing a need for transportation by less fortunate members of our community."



In the 17 years that DONATE A RIDE has been active in Edmonton, it has raised over \$1.8 million to provide transit tickets to low-income Edmonton families in need of transportation.

Funds for DONATE A RIDE are raised through sponsorship from corporations, public sector organizations and unions, the support of the City of Edmonton and through donations on all ETS buses. Local social service agencies distribute transit tickets to Edmontonians unable to afford transit.

Donations can be made using envelopes provided by Operators on ETS buses, at the DONATE A RIDE kiosk on the platform of Churchill LRT Station, or by mail or phone to the United Way.

**To donate online, please visit:**

[www.donatearide.ab.ca](http://www.donatearide.ab.ca)

**Media contact:**

Patricia Dickson  
Communications Advisor,  
780-496-5751

Share:     

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)

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