

City launches social media campaign to build support for LRT funding

Edmontonians to voice their support with the hashtag #yeg4LRT

The City of Edmonton has launched a social media campaign to encourage Edmontonians to show their support for the extension of the city's Light Rail Transit network. The campaign is part of the City's efforts to secure funding for the ValleyLine LRT.

The campaign includes a [video](#) featuring Edmonton Mayor Don Iveson talking to transit users about the importance of expanding the LRT. Edmontonians are asked to tweet their support for LRT expansion using the hashtag #yeg4LRT.



"We are excited to launch a campaign that allows Edmontonians to show their support for expanding our LRT network," said Mayor Iveson. "It's important for our project partners to hear the diversity of voices that will benefit from these projects and how critical a complete LRT system is to our city's future."

LRT is the City's number one priority for new infrastructure spending, however \$750 million is still required to make the project a reality. To close this gap, the City is seeking \$150 million in new funding from the federal government and \$365 million in new funding from the Government of Alberta. This is further to the \$235 million previously requested for GreenTRIP funding from the provincial government.

This funding would be used to build the 13.1 km section of the [ValleyLine from Mill Woods to downtown](#). Without funding commitments from the provincial and federal governments, the project will be delayed.

The overall campaign will feature videos with the Mayor, a call for Edmontonians to submit their videos and ongoing conversations with Edmontonians and key leaders on the importance of an expanding LRT network.

Related links:

[#yeg4LRT Video](#)

[ValleyLine LRT Animation](#)

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