

Media Advisory

March 16, 2015

City of Edmonton

ETS button campaign rewards courteous transit users

Media are invited to the launch of the *I'm an ETS Hero* button campaign to encourage transit etiquette and foster a sense of community and inclusion among all ETS passengers. Please join Councillor Scott McKeen and Grade 4-6 students of Grace Martin School as they hand out campaign buttons to launch the campaign.

Date: Tuesday, March 17, 2015

Time: 12:15 p.m.

Location: Platform of Churchill LRT Station

The Grace Martin School students are attending City Hall School this week. There will be an opportunity to take photos/video of the students and a pair of costumed ETS heroes practicing their transit-riding skills and handing out buttons to other heroes on the LRT train.

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