

ETS is recruiting.... HEROES!

ETS rewards courteous transit riders with 10,000 "I'm an ETS Hero" buttons

Councillor Scott McKeen and students from Grace Martin School today launched the *I'm an ETS Hero* button campaign which rewards courteous transit users. Councillor McKeen, the grade 4-6 students, their teachers and two costumed "ETS heroes" demonstrated great transit etiquette and handed out buttons at the Churchill LRT Station during the busy lunch time rush.



"We want to encourage transit riders to 'be a hero' while riding the bus or LRT," said McKeen. "It can be something small – like giving up your seat for someone with crutches or helping a mother get on the bus with a stroller. Even though these are small acts, they can make a big difference to someone's day."

In the weeks to come, 10,000 buttons will be distributed by ETS operators, Transit Peace Officers and Customer Service staff. Bus and LRT riders who earn a button are encouraged to then pass it along to another rider who practices good transit etiquette. Members of the ETS League of Heroes lead by example.

Transit riders can demonstrate courteous transit etiquette through actions such as:

- Offer your seat to someone who needs it more, such as an elderly, pregnant or disabled person
- Keep your backpack in your hands or on your lap
- Let everyone off before you try to get on to your train or bus
- Keep the volume down on your music
- Take your trash with you

Transit riders are urged to follow ETS on Facebook and share their ETS Hero experiences with fellow ETS Heroes. To find out more, please visit takeETS.com/Hero.

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