



ETS launches Thank You Thursdays

Etiquette campaign includes online contest and hashtag #ETSthanks

Edmonton Transit System (ETS) riders are being thanked for their courteous behaviour when taking public transit. ETS has launched *Thank You Thursdays*, a year-long campaign that uses positive reinforcement. It encourages desired behaviours such as removing backpacks, giving up a seat, keeping music volume at a reasonable level and treating transit staff with respect.

ETS customers have a chance to win one of three swag bags (valued at \$40) by commenting on either the [ETS Facebook](#) or [Instagram](#) post about good etiquette they have seen while riding transit, or by posting a selfie or photo (with the permission of those who appear) on Instagram, including the hashtag #ETSthanks. The contest is running for a limited time.

To bring awareness to *Thank You Thursdays*, ETS street team staff are handing out promotional materials and setting up an interactive photo booth at the following transit centres:

Date: Thursday, February 25
Time: 7 a.m. - 9 a.m.
Location: University of Alberta Transit Centre

Date: Thursday, March 3
Time: 7 a.m. - 9 a.m.
Location: Westmount Transit Centre

Date: Thursday, March 10
Time: 7 a.m. - 9 a.m.
Location: Southgate Transit Centre

The campaign also includes advertisements on buses, LRT and online.

For more information:

Visit: takeETS.com/etiquette

Media contact:

[Jennifer Laraway](#)
Communications Advisor, Edmonton Transit System
Office: 780-496-5751
Cell: 780-690-1605

Share:     

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca

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