



MEDIA RELEASE

For Immediate Release

The 2nd Annual TRUE Transit Challenge

The Transit Riders' Union of Edmonton is a group of concerned transit riders currently researching and developing strategies to improve public transit in Edmonton. TRUE's goal is to provide a unified voice for an efficient and affordable public transit system which is accessible to everyone. TRUE is supported by the Alberta Public Interest Research Group (APIRG).

TRUE once again has issued the following challenge to Edmonton City Council, as well as to Edmonton-area Members of the Legislative Assembly (MLAs), ETS administration & staff and to the broader public; to give up their private vehicles and rely on transit for the week of November 17th through November 23rd.

A **media event** will be held to launch the challenge on **Monday, November 17th at 11:30AM** on the front steps of Edmonton City Hall (1, Sir Winston Churchill Square).

A **public forum**, in which the majority of participants from the challenge are expected to participate, will be held on **Monday, November 24th** from 12:00 Noon to 1:00pm at the CBC Stage in Edmonton City Centre East (#123, 10062-102 Ave) as a wrap up event.

Challenge Participants Include:

Linda Sloan (City Councillor, Ward 1)
Ben Henderson (City Councillor, Ward 4)
Don Iveson (City Councillor, Ward 5)
Amarjeet Sohi (City Councillor, Ward 6)
Dave Thiele (City Councillor, Ward 6)
Ken Allred (MLA, St. Albert)
Hugh MacDonald (MLA, Edmonton-Gold Bar)

*ETS Administration has indicated that staff will be participating in this year's challenge but have not confirmed numbers of participants

-30-

Media Contact:

Brendan Van Alstine – Public Relations, Transit Riders' Union of Edmonton
Ph: 780.909.1891
Email: true@apirg.org