

March 17, 2009

## **RELEASE: BC TRANSIT JOINS VICTORIA SCRAP-IT PROGRAM**

Through the BC Scrap-It Program, Victorians will now be able to trade in their 1995 or older vehicle in exchange for up to two years of free rides on the bus. BC Transit officially signed on to become an incentive partner to this successful program, providing adult monthly passes for Victoria's regional transit system.

The Scrap-It Program, which has recently expanded to Victoria, provides owners incentives to scrap their car or light-duty truck in exchange for transit passes, bicycle, car-share incentives or a new vehicle discount.

The program offers two transit incentive choices: 24 consecutive adult monthly passes; or 12 consecutive adult monthly passes and \$1200 toward the purchase of a new bicycle or \$1,300 toward the purchase of an electric bicycle.

"This program aligns with our goals of increasing ridership and reducing greenhouse gas emissions," said Manuel Achadinha, the President & CEO of BC Transit. "We are pleased to be a part of the BC Scrap-It Program."

"Through our partnership, we're able to promote sustainable forms of transportation in Victoria, said Dan Hopkyns, Scrap-It Program Society Director. Hopkyns notes that since BC Transit's options were listed, 25 customers have chosen it as their incentive to date.

More details about BC Transit can be found at [www.bctransit.com](http://www.bctransit.com), and BC Scrap-It Program details at [www.bcscrapit.ca](http://www.bcscrapit.ca).

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### **About BC Transit**

BC Transit is the provincial Crown Corporation responsible for 82 transit systems in 52 communities across British Columbia. In collaboration with its local partners, BC Transit serves over 46 million customers annually.

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