

NEWS RELEASE

For Immediate Release

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BC TRANSIT LAUNCHES PROVINCE-WIDE SUSTAINABILITY CAMPAIGN WITH HELP OF AWARD-WINNING SLAM POET, SHANE KOYCZAN

VICTORIA, B.C. – BC Transit has launched a province-wide campaign to celebrate everyday ‘green’ heroes and to promote sustainable transportation with the help of world-renowned B.C. slam poet, Shane Koyczan. The campaign includes radio commercials featuring the poem, “Be A Hero”, penned and performed by Koyczan.

A well-known writer and performer, Koyczan is most notably known for his recent performance during the opening ceremonies of 2010 Olympic and Paralympic Winter Games with his patriotic poem, “We Are More”, capturing the hearts of Canadians and viewers worldwide.

“Living in a city (Penticton) that BC Transit serves, I understand the value of transit and see how it impacts so many in my community,” said Koyczan; winner of the USA National Poetry Slam, the Canadian Spoken Word Olympics, and voted ‘Best New Artist’ at the 2009 BC Interior Music Awards. “That’s one of the reasons why I agreed to work with BC Transit and help communicate this valuable message to British Columbians in a creative way.”

Complementing the radio commercials, BC Transit has revived its award-winning ‘Be Part of the Solution’ print campaign. A series of advertisements will be seen in buses, bus shelters, and newspapers over the next two years. In addition, the campaign includes a webpage at www.bctransit.com featuring the ‘Be A Hero’ poem, and highlights a number of sustainable initiatives BC Transit is currently involved in to provide cleaner, greener transportation. Social media marketing and community events are planned later this year to further encourage public involvement.

“To prepare our communities for a changing future, it is crucial that we make it easier for people to connect and meet their needs by walking, cycling, and using transit,” said Manuel Achadinha, BC Transit President and CEO. “Promoting sustainable transportation means more green heroes.”

This provincial initiative is a dynamic response to support BC Transit's goal of promoting sustainable transportation across British Columbia and the Provincial Transit Plan's goal to double ridership by 2020.

"Sustainable transportation options are critical to the success of the Provincial Transit Plan," said Transportation and Infrastructure Minister Shirley Bond. "Whether it's walking, cycling, carpooling or taking transit, British Columbians have many opportunities to improve their quality of life and to help make our communities more liveable."

The campaign will be seen and heard in over 50 communities across the province. BC Transit operates a total of 81 transit systems.

To learn more about BC Transit's sustainability campaign, and to hear the 'Be A Hero' commercial, visit www.bctransit.com.

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Attachments:

- 1. Print advertising samples of "Be Part of the Solution" campaign*
- 2. 'Be A Hero' poem by Shane Koyczan*
- 2. Photo of Koyczan recording commercial in-studio, Victoria, B.C.*

Links:

Shane Koyczan biography: <http://www.killbeatmusic.com/shanekoyczan/>
BC Transit 'Be A Hero' commercial (60-second mp3): <http://bctransit.com/beahero/>
Provincial Transit Plan: http://www.th.gov.bc.ca/Transit_Plan/index.html