

MEDIA REPORT

METROLINX STAFF INFORMATION

Name of Staff who spoke with Media: Gary McNeil

Title: President, GO Transit

Report filed by: Mark Ostler, Media Relations and Issues Specialist

MEDIA CONTACT INFORMATION

Date of Contact: June 26, 2012

Media Organization: 14 Media Calls

1. Toronto Star
2. 24 Hours
3. Metro Toronto
4. CBC National News (French)
5. Sing Tao Daily
6. Scarborough Mirror
7. Toronto Standard
8. She Does The City
9. Notable.ca
10. Digital Journal
11. NOW Magazine
12. BizBash
13. CBC Here and Now
14. CBC National News

ISSUE

Art Train unveiling at Union Station

CONTENT OF INTERVIEW

Yesterday GO Transit unveiled the new Art Train at Union Station. These are the key messages that were delivered:

- We always appreciate and enjoy the opportunity to collaborate with new partners to promote public transit within the GTHA and enhance the experience of GO customers.
- Art Train Conductor No. 9 has given GO the chance to collaborate creatively with artists Jennifer and Daniel to transform a public transportation service into a moving, mobile, public art project.
- Metrolinx champions and delivers mobility solutions for the GTHA. Through art and technology, we wanted to create a public forum that allows GO riders to engage in discussion about sustainable transportation solutions.

- Through the Art Train project, we will hear about transit improvements that would be most meaningful to our customers and that also encourage more use of public transit. We have no doubt that this unique moving, mobile, public art project will be well-received by GO riders.
- The Art Train will travel the entire GO Train network by the end of its five-month run.
 - It will first launch on the GO Lakeshore line from Oshawa to Hamilton on June 27 and then travel on all GO train lines.
 - This will expose the Art Train to different audiences throughout the exhibition.
- No. 9 has been a leader in providing audiences with opportunities to learn through art about environmental issues and the value of creative thinking in dealing with real problems.
- Changing attitudes and shifting realities are putting the environment at the forefront of GO's plans – both today and in the future. Transit is a clean, sustainable transportation option and GO believes the environment should be a key consideration for future growth strategies and development.

FOLLOW-UP REQUIRED

Interview completed. No follow-up required.