

Phone: (416) 869-3600 ext. 5320

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April 1, 2010

GO Transit is excited to once again offer weekend and holiday GO Train service to Niagara Falls and St.Catharines. We have created an exciting contest and would like to offer you the chance to partner with us on this great cross-promotional opportunity.

Zip and Win Wednesdays is an online contest that will promote the Niagara GO Train service and visiting the Niagara Region. There will be a prize draw every Wednesday over the summer that will include GO transportation to Niagara or St. Catharines, plus additional prizing from our partners. We are looking for you to provide free accommodation, event or attraction tickets, tours, meals, etc. so that we can combine the prizes into exciting weekend packages.

In exchange for prizing, you will receive:

- your logo on a dedicated contest page
- a paragraph promoting your business and any special offers during your prize week
- a link to your website
- promotion through E-News, an email alert service with over 58,000 subscribers
- promotion through GO's Facebook (1,138+ fans) and Twitter (545+ followers) pages

GO Transit will:

- administer and host the contest
- launch contest on/about Friday, May 21 to coincide with the start of our Niagara train service
- provide GO transportation between the winner's home and Niagara Falls or St. Catharines
- coordinate prize delivery to winners
- promote the contest through gotransit.com, news releases, E-News, Facebook and Twitter

If you would like to partner with us and get involved in this exciting promotion, please contact me at angelat@gotransit.com or by phone at (416) 869-3600 ext. 5320 by Friday, April 30.

Sincerely,

Angela Tsiampas
Advertising & Promotions