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SMRT picks eco-winner for 1-year free travel for 4 in “Join the Green Revolution” public transport education campaign

1. This afternoon, SMRT rewarded one lucky commuter with 1-year free travel for four on SMRT's trains, LRT and buses for making public transport his green mode of travel in the “Join the Green Revolution” public transport education campaign. This lucky commuter is the holder of CEPAS card number:

1000-0800-4602-5560

2. The consolation prizes of 3-month free travel go to the following CEPAS cardholders:
 - 1000-0800-2123-2218 • 1000-0800-4204-6915
 - 1000-0800-0544-1089 • 1000-0800-2803-1232
3. “Join the Green Revolution”, SMRT's second public transport education campaign, was held from 1 May to 30 September 2009 to promote the environmental and lifestyle benefits of public transport. This year's educational message focuses on public transport carbon footprint; the impact of daily activities on the environment, in particular climate change. Public were taught how they can reduce their carbon footprint by 91% by travelling on trains, and 67% on the bus.
4. Since May 2009, SMRT has brought its message of green transport to millions of commuters through its network advertising. It has also reached out to more than 5,000 commuters and students through monthly roadshows and community outreach efforts ranging from school talks to event partnership with groups such as Republic Polytechnic's Conservation Week and Singapore Environmental Council's Green Transport Week.
5. To further encourage public participation, commuters were encouraged to join the SMRT Green Hall of Fame on GoGreenwithSMRT.com and pledge to take concrete actions for the environment. Eco-hero Lim Jia Je pledged to “walk or cycle to take SMRT than to own a car that pollutes the air”. Another eco-hero Toh Leh Tin, gave up driving in February 2009 after 32 years and switched to travelling on SMRT's network. She said: “Green is the way to go, both for the environment and for my pocket. I pledge to go green!”

6. Mr Uppuluri Satti Babu, 29, is one of the winners of 3-month free travel in the September “Join the Green Revolution” monthly draw. This eco-hero makes it a point to bring empty canned drinks and newspapers to the recycling bin each week. He candidly shared his other eco-tip: “Other than recycling materials, I also take public transport regularly. Everyday, I would travel by train from Woodlands to Ang Mo Kio where I work. I knew about this campaign through the posters at the train stations. Never did I think I would win. I am truly surprised and happy. I’m going to take this opportunity to travel more during the weekends to visit my friends.”
7. SMRT Green Committee’s Chairperson Ms Dawn Low said: “We would like to thank commuters for joining us and showing their strong support of the environment. About 40,000 commuters have pledged to go green with SMRT in this campaign. We encourage commuters to continue choosing public transport in their travelling mix and do their bit to reduce their carbon footprint.”

SMRT searching for seven winners of three-month free travel prizes

8. Seven adult ez-link card holders who have won for themselves three-month unlimited travel passes in the August and September monthly draws can still claim their prizes. The winners’ details are:

August winners

(prizes to be claimed by 27 October 2009)

<i>Card number</i>	<i>Type of card</i>
(a) 020-430-112	Adult ez-link card
(b) 1000-0800-4723-6490	Adult CEPAS card
(c) 1000-0800-1842-4672	Adult CEPAS card

September winners

(prizes to be claimed by 24 November 2009)

<i>Card number</i>	<i>Type of card</i>
(a) 146-800-818	Adult ez-link card
(b) 1000-0800-4242-0541	Adult CEPAS card
(c) 1000-0800-0892-0340	Adult CEPAS card
(d) 1000-0800-3139-9014	Adult CEPAS card

Winners can contact SMRT Customer Relations Centre at 1800 336 8900 on prize collection.

9. Winners who had pledged or registered their CEPAS-compliant or ez-link cards to “Join the Green Revolution” will be notified by telephone. All ez-link cardholders can visit GoGreenwithSMRT.com for the winning ez-link card numbers. Alternatively, they may refer to the results advertised on plasma TVs in all SMRT train stations, in TODAY newspaper and on GoGreenwithSMRT.com on 22 October 2009. Winners are invited to call SMRT Customer Relations at 1800 336 8900 for prize collection.
10. Commuters who did not win in “Join the Green Revolution” can still be rewarded for choosing the green mode of travel in SMRT’s latest commuter rewards programme “Ride Free with SMRT”, starting on 16 October. The grand prize is 3-year free travel for four plus \$1,000 SMRT vouchers for taxi rides and shopping. Visit RideFreewithSMRT.com for details.

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Annex 1



AG Flames grooves to the green beat with their recycled instruments.



Audiences join in the fun during the green game segment.



Commuters checking to see if they had won the grand prize.