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**JOIN THE GREEN REVOLUTION
AND WIN FREE TRIPS ON SMRT TRAINS AND BUSES
SMRT signals commitment to environment
in second green public transport promotion**

1. SMRT today launched '**Join the Green Revolution**', SMRT's second green public transport campaign, at Raffles Xchange. '**Join the Green Revolution**' signifies SMRT's continued commitment to be an environmentally-friendly organisation.

Greenies spread eco-friendly message at Raffles MRT Station and Xchange

2. Raffles Place's working crowd was pleasantly surprised by the parade of eco-supporters at Raffles Xchange during lunchtime today. About 20 eco-supporters, decked in green, entertained the crowd with a series of poses to introduce our lovable 'Green Revolution' mascot SMRT Greenie, before distributing flyers with tips on how to reduce carbon footprint with public transport and help Singapore reach its goal of cleaner air by 2020. These tips can be found in the attached fact sheet.
3. The crowds were also delighted to learn that they can win free SMRT bus and train rides in the **Join the Green Revolution** promotion from 1 May to 30 September 2009:

Monthly Draws (June – October 2009)

Three-month free travel on SMRT trains, buses and BPLRT
(5 prizes per month)

Grand Draw (October 2009)

Grand Prize: One year free travel on SMRT trains, buses and BPLRT for four

Consolation Prizes: Four prizes of three-month free travel on SMRT trains, buses and BPLRT

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Commuters can also double their chances of winning by pledging to **Join the Green Revolution**. More information can be found at www.GoGreenwithSMRT.com or in the attached fact sheet.

4. All fare paying passengers on SMRT trains and buses can take part in the **Join the Green Revolution** promotion. The promotion also extends to Circle Line commuters when it opens for revenue service on 28 May 2009. This is SMRT's way of rewarding commuters who travel on our network, and in turn contribute positively to the environment.

SMRT embraces green

5. Last year, on 30 April SMRT launched 'SMRT is Green', the company's unprecedented formal pledge towards making environmentally-friendly practices an integral part of its business operations and infrastructure. This is a holistic approach to environmental conservation that promotes green practices among business partners, customers and staff. At the same time, SMRT also launched its first green public education campaign "Go Green with SMRT". A total of 11 roadshows were held at town councils, community clubs, green clubs, libraries and schools to raise awareness on the eco-friendliness of public transport. SMRT received 50,000 green pledges from the public as personal commitments to "act for the environment, take public transport". More than 30,000 people visited the Go Green with SMRT campaign website, and about 300 pledged to be "green heros" by posting their photos on the website's green hall of fame.
6. In recognition of its environmental efforts, SMRT achieved ISO14001 certification for environmental management standard in early 2009, and was named the "Most Energy-Efficient Metro" at the recent Metro Awards 2009 in London.

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Join the Green Revolution Better by Train | Better by Bus

SMRT's green public transport campaign this year focuses on how each person can do his part to reduce carbon footprint by commuting on public transport.

General fact

A carbon footprint is the impact of our daily activities on the environment, in particular climate change. It is measured by the amount of carbon dioxide we produce.

SMRT is Green fact

You can reduce your carbon footprint by 91% with the train, and 67% with the bus.

In a year, your carbon footprint is 29kg when you take an SMRT train, and 101kg when you take an SMRT bus.

If you take a car, your carbon footprint is 308kg.

Act for the environment. Take public transport.

Three ways SMRT commuters can register to double their chances in the 'Join the Green Revolution' promotion

1. Send SMS to 97375608 with information in this format: ez-link card no., Name, NRIC/FIN/Passport No.
2. Complete registration form which can be found at any SMRT MRT station/ bus interchange/ LRT station and drop it at the Passenger Service Centre or by post.
3. Register online at www.GoGreenwithSMRT.com

Join us in the monthly draws!

Draw No.	Draw date*	Draw Time*	Venue*
Monthly Draw 1	18 June 2009	12.30 pm	Bishan MRT Station
Monthly Draw 2	16 July 2009	12.30 pm	Bugis MRT Station
Monthly Draw 3	20 August 2009	12.30 pm	Boon Lay MRT Station
Monthly Draw 4	17 September 2009	12.30 pm	Woodlands MRT Station
Grand Draw	15 October 2009	12.30 pm	Raffles Place/Raffles Xchange

**Draw dates, times and venues are subjected to change. Please refer to www.GoGreenwithSMRT.com for updates.*

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GoGreenwithSMRT.com

JOIN THE GREEN REVOLUTION

SMRT IS GREEN


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Let's clear the air. Public transport is better.

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 **SMRT**
Moving People. Enhancing Lives.

Launch of **Join the Green Revolution** at Raffles Xchange



Eco-supporters and Greenie the mascot in a 'freeze' act at Raffles Xchange.



Raffles Xchange shoppers show their support for SMRT's Green Revolution.



Young commuters striking a pose with Greenie the mascot.