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Bishan goes green to join SMRT's Green Revolution
First "Join the Green Revolution" draw attracts hundreds

1. SMRT green mascot Greenie toured SMRT Bishan Interchange Station today and attracted large groups of commuters Pied Piper style to 'Join the Green Revolution' – SMRT's public transport environmental campaign.
2. In its first public appearance in the heartlands, Greenie showed hundreds of lunch-time commuters at the station the different ways to go green by taking public transport, including reading or catching up with friends during commute, judged a green dance contest and posed for photographs with fans before rewarding five lucky commuters with goodies and another five with three-month passes for unlimited free travel with SMRT. It's all in a day's work for Greenie.
3. Winners of the three-month unlimited travel passes are holders of these ez-link cards: 1000 0800 2908 8915, 007814213, 930961180, 1000 0800 1879 1260 and 142975333. Registered cardholders will be notified by telephone, and all ez-link cardholders may visit GoGreenwith SMRT.com for the winning ez-link card numbers. Alternatively, they may refer to the results advertisement on plasma TVs in all SMRT train stations and in TODAY newspaper on 25 June 09. Winners are invited to call SMRT Customer Relations at 1800 336 8900 for prize collection.
4. Catch Greenie in its next public appearance on 16 July at Bugis MRT Station, 12.30pm for the second "Join the Green Revolution" campaign draw.

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Media Release

About SMRT 'Join the Green Revolution'

SMRT 'Join the Green Revolution' is a campaign designed to promote the environmental and lifestyle benefits of public transport.

In its second year, 'Join the Green Revolution' continues its message for the public to go green and reduce its carbon footprint, ease traffic congestion, reduce emissions, clear the air and relax or read during commute by taking public transport.

To sweeten the deal, between 1 May and 30 September 2009, passengers who travel on SMRT trains, LRT and buses stand to win passes for unlimited free travel with SMRT. Every month from June through September, five lucky passengers get to walk away with three-month passes for unlimited free travel. In the Grand Draw in October, one lucky passenger gets to win four one-year passes for unlimited free travel for the family, and four other passengers get to walk away with three-month passes for unlimited free travel.

The campaign is open to all SMRT passengers on fare-paying ez-link trips. Commuters can double their winning chances by registering online on GoGreenwithSMRT.com. Alternatively, they may SMS their ez-link card number, name, NRIC/FIN/Passport number to 9737 5608, or complete a registration form which is available at the Passenger Service Centre in all SMRT MRT stations and bus interchanges.

Registered winners will be notified by telephone, and winners' details will be published in TODAY newspaper, on GoGreenwithSMRT.com, in the campaign electronic direct mailers and displayed on plasma screens at all SMRT MRT stations.

More information on this campaign can be found on GoGreenwithSMRT.com.