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**SMRT reaches out to CBD crowd in second
“Join the Green Revolution” monthly draw**

1. At the “Join the Green Revolution” monthly draw this afternoon at Bugis MRT Station, commuters learnt a brand new game “Greenie says” with SMRT’s green mascot. Similar to the popular childhood game “Simon Says”, commuters had to follow Greenie the mascot and carry out a series of entertaining moves which test their agility and reinforce eco-friendly behaviour.
2. The event was the second in a series of five monthly green draws organised by SMRT to promote environmental benefits of public transport. Through quizzes and lucky draws, audiences learnt the benefits of taking public transport and were encouraged to do so to reduce their carbon footprint. Since the launch on 1 May, more than 15,000 pledges have been received.
3. Cheryl Teoh was one of the lucky winners of the June 2009 draw, who won a three-month unlimited travel pass with SMRT. The 30-year old bank officer said, “I’ve always been an advocate of public transport. In Singapore, it’s so convenient and efficient, especially if you’re working in the city. Although I drive occasionally, I can definitely see the merits of public transport when it comes to dollar savings. Plus, now I know I’m doing my part to save the environment, so it’s definitely something I will continue doing.”
4. This month’s winners of the three-month unlimited travel passes are holders of these ez-link cards: 930157250, 930010269, 1000 0800 2360 9149, 1000 0800 2233 6613, 132553678. Registered cardholders who had pledged to join the Green Revolution will be notified by telephone. All ez-link cardholders may visit GoGreenwith SMRT.com for the winning ez-link card numbers. Alternatively, they may refer to the results advertised on plasma TVs in all SMRT train stations and in TODAY newspaper on 23 July 2009. Winners are invited to call SMRT Customer Relations at 1800 336 8900 for prize collection.

Media Release

5. Catch Greenie in its next public appearance on 20 August at Boon Lay MRT Station, 12.30pm for the third “Join the Green Revolution” monthly draw.

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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.

Annex 1



Greenie makes an appearance to the crowd at Bugis.



Participants mimick Greenie in the action game "Greenie says".



A happy commuter wins a prize for answering the emcee's question on the environment correctly, as others look on in support.