

## “Together we ride” campaign launches across B.C.

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As restrictions lift across the province and people start getting back to some of their regular activities, we want them to feel confident when using public transit to get them where they need to be. As you are likely aware, BC Transit is encouraging the use of face coverings on board to help promote as comfortable a journey as possible.

Today, a [campaign](#) will launch across B.C. to promote creating a feeling of “we are in this together” to help foster considerate and cooperative passenger etiquette during this phase. The campaign will focus on encouraging the use of face coverings and taking care of one another.

The campaign includes a [TV commercial](#) that highlights passengers looking out for one another to the tune of “Safety Dance” (for which BC Transit has purchased exclusive publishing rights for this campaign). Bus interiors/exterior, social media, and print advertising feature passengers in masks with the phrases “I’ve got you covered”, “I’m doing my part” and “You can count on me.”

This campaign will run for eight weeks. A fun social media contest kicks off next week, where customers can enter to win a prize pack that includes an annual pass for their transit system, a pair of custom running shoes and a BC Transit facemask. Watch for more details!