

For immediate release
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BURROWS BRINGS SMART IDEAS TO CITY HALL – INTRODUCING SMART CARD TECHNOLOGY

Calgary, AB Citing a need to make life easier on those riding the C-Train into the downtown core and Calgarians using city services on a regular basis, 2010 Calgary mayoral candidate Craig Burrows today announced his plan to do away with unnecessary Park and Ride fees at C-Train stations and main line bus stops, while implementing what he calls **Smart Card Technology**.

If elected, the former Ward 6 Alderman plans on introducing Calgary to the **Smart Card** – a pre-paid card available for purchase at retail outlets across the city, with the ability to be re-loaded online.

Quick, convenient and secure, the Smart Card could be utilized when paying for travel on all forms of Calgary Transit and parking at all ParkPlus pay stations. The card could be easily swiped when accessing services at any City of Calgary recreation centre, swimming pool or landfill site, as well as partnering organizations like the Calgary Library, Heritage Park or the Calgary Zoo.

Whether riding the C-Train to work, taking the bus to school or heading to the neighbourhood pool, the Smart Card will simplify the payment process and eliminate the need to carry cash or an exact fare.

Burrows hopes the forward-thinking technology will encourage local businesses to reduce their environmental footprint by offering cards to employees, while noting that a pre-loaded Smart Card would make a great gift for friends and family, from teens to college kids to grandparents.

“As Mayor, I want to make it easier for you to access city services, while at the same time reducing costs at City Hall,” said Burrows in the first of a series of video statements he hopes will help his 2010 campaign messages go viral.

Committed to bringing smart ideas to Calgary and significant cost savings to City Hall, the new technology would reward those using Park and Ride stations rather than penalizing them for trying to do the right thing, while requiring only one business unit to track all City of Calgary implemented fees to citizens.

Craig Burrows For Mayor of Calgary

www.CraigBurrows.ca
www.Facebook.com/CraigForCalgary
www.twitter.com/CraigForCalgary
<http://foursquare.com/user/craigforcalgary>

About Craig Burrows and the Craig For Calgary 2010 Mayoral Campaign:

Craig Burrows has acted as VP of a private equity firm since 2008, Calgary’s Ward 6 Alderman from 2001-2007, Chair of the City Audit Committee from 2002-2007 and Calgary Police Commission member from 2001-2007. He has served as a volunteer for the Calgary Chamber of Commerce – Transportation & Logistics Committee, is Chair of ME/FM Society of Alberta and in 2005 was awarded the Alberta Centennial Medal in recognition of his outstanding service to the Province. Craig is seeking election as Calgary’s 36th Mayor on October 18, 2010.

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