

MEDIA RELEASE 9th January 2017

Mclvor Transit Pty Ltd Introduces **Fare-GO!** to support community organisations and charities.

Mclvor Transit Pty Ltd, the operator of all public transport bus services for Junortoun, Axedale and Heathcote has today launched **Fare-GO!** to support community organisations along the Mclvor Highway as well as other charities.

Mclvor Transit Pty Ltd will contribute a private donation that represents 10% of the value of the monthly fare box every month to a local community organisation or charity. Mike Bulmer, Director of Operations at Mclvor Transit Pty Ltd said *'We are really pleased to be able to give back to Mclvor Highway communities and other charities in this way. The more people use the bus service, the more they will be supporting their local communities and other worthwhile causes'*.

Mr Bulmer stated that *'We have received strong support for **Fare-GO!** already and look forward to further applications from interested community groups in Junortoun, Axedale and Heathcote as well as registered charities'*. The following organisations are currently participating in **Fare-GO!**:

- The Bully Zero Australia Foundation
- Heathcote Health
- St Lukes Anglicare
- Juvenile Diabetes Research Foundation.

Mr Bulmer added *'We have **Fare-GO!** opportunities for each month from March 2017 through to December 2017'*. Interested community organisations and charities can contact Mclvor Transit Pty Ltd via email to info@mcivortransit.com.au. Priority will be given to local organisations and results will be published on the Mclvor Transit website (www.mcivortransit.com.au).

The **Fare-GO!** initiative is fully aligned with the Council's Integrated Transport and Land Use Plan, which seeks to change people's travel behaviour and encourage the use of public transport. *'We are confident that the **Fare-GO!** concept will catch on and people will get on board. Residents and visitors now have another reason to switch some of their trips to public transport'*.

Fare-GO! is a Mclvor Transit Pty Ltd initiative and reserves all rights and intellectual property, including the branding and any reasonable variation thereof.

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