

NEWS RELEASE

For Immediate Release

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Media Contact: Joanna Linsangan
Phone: (250) 995-5720
Email: joanna_linsangan@bctransit.com

City of Prince George: Daniel Pearce
Phone: (250) 614-7828
Email: dpearce@city.pg.bc.ca

Customer Queries and Travel Information
Phone: (250) 563-0011
Website: www.bctransit.com

U-PASS FARE INCREASE FOR UNBC

PRINCE GEORGE, B.C. – The City of Prince George will implement a U-PASS fare increase for University of Northern British Columbia (UNBC) for September 2010. For undergrads and grad students, the cost of the U-PASS will increase \$1.50 per month from \$12.00 to \$13.50. This is an increase of \$6.00 per four-month semester, from \$48.00 to \$54.00.

U-PASS provides affordable and sustainable transportation to post-secondary students in communities throughout B.C., and is included in student fees. The pass gives UNBC students unlimited access on all Prince George Transit routes during a four-month semester.

Since the U-PASS was introduced to UNBC in 2008, ridership on local transit has increased, with a growing number of students taking transit.

Funding for the Prince George Transit System is cost shared between the City of Prince George and BC Transit. Decisions about fares, routes and service levels are made by Prince George City Council.

For more information on the Prince George Transit System visit www.bctransit.com.

Table A: Tariff Structure, UNBC U-PASS, September 2010

U-PASS	Current	September 2010
UNBC	\$48/semester \$12/month	\$54.00/semester \$13.50/month