



Transit Australia Group

PRESS // NEWS

Bus challenge raised \$21,401 for flood and fire victims

• February 2009

Transit Australia Group (TAG), the new parent company of Sunbus, thanks the 21,401 people who took part in last Friday's **Ride to Rebuild** campaign – a fundraising initiative to help rebuild communities devastated by North Queensland floods and Victorian fires.

TAG's **Ride to Rebuild** fundraiser called upon the communities of Cairns, Townsville, Magnetic Island, Rockhampton and Toowoomba to use a Sunbus service last Friday 20 February 2009 to trigger a \$1 per fare donation.

"The campaign stimulated an impressive 11 per cent increase in ridership, which had a significant impact on the total donation figure.

"On behalf of Transit Australia Group I sincerely thank our loyal Sunbus passengers; commuters who left their car at home; and other citizens who rearranged their travel plans in order to take part.

"I congratulate your combined financial contribution of \$21,401 to the **Premiers' Disaster Relief Fund** (North Qld. Flood victims) and the **Australia Red Cross** (for the Victorian Fire victims). The much needed funds will be shared evenly," Megan Harkin, General Manager – Strategic Planning said.

Ends.

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Transit Australia Group

