



For Immediate Release
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New multimedia campaign warns Torontonians to avoid mistakes other cities made by privatizing public transit

Toronto: Today, the Public Transit Coalition (PTC) launched a major multimedia campaign with a very simple message: privatizing public transit will be a disaster for Toronto. This is in response to mayoral candidates who have mused about public-private partnerships and outsourcing for the TTC.

“Some mayoral candidates want the private sector to play a substantial role in the TTC. So we spent the last few months researching other cities comparable to Toronto that have privatized their transit systems to see what happened,” said Dr. Franz Hartmann, Executive Director of the Toronto Environmental Alliance and PTC member. “The consequences have ranged from disappointing to disastrous for commuters and taxpayers. We felt it was really important for Torontonians to know the facts about privatization before they vote.”

The campaign, titled "Keep TTC Public," includes:

- A 30-second television ad that will air several hundred times before October 25;
- A website - KeepTTCPublic.ca - that provides information on the failure of transit privatization and a "Report Card" (to be posted soon) on where the mayoralty and Council candidates stand on the future of the TTC;
- A compelling video, narrated by Canadian actor Eric Peterson, that explores Toronto's transit history and details the problems with transit privatization in Melbourne, Auckland, London (England), and Vancouver. The video is hosted on the campaign website and available on YouTube;
- Ads in daily newspapers and on TTC vehicles.

Visitors to the KeepTTCPublic.ca website can enter a contest to win the cost of a TTC Monthly Metropass. There will be one winner every day until November 1, 2010.

The \$500,000 cost of the campaign's advertising budget is being borne by Amalgamated Transit Union Local 113, a member of the Public Transit Coalition. ATU 113 represents about 10,000 Maintenance and Transportation employees of the TTC.

“The TTC has problems, we all know that. Privatization is clearly not the solution. We urge Torontonians to visit keepttccpublic.ca and see what’s happened in other cities that privatized their public transit systems,” said Hartmann. “Then we hope they will tell candidates to avoid the mistakes other cities have made and keep the TTC public.”

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For more information and to arrange interviews, contact Jamie Kirkpatrick (416-895-3406)