
MEDIA RELEASE

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Customer Information: 250-746-9899

Website: www.bctransit.com/cowichan-valley

Stay active with your monthly bus pass in the Cowichan Valley

Cowichan Valley – Regular transit users in the Cowichan Valley will again be able to use their monthly transit passes to stay active. BC Transit, the Cowichan Valley Regional District, the Municipality of North Cowichan and the Town of Ladysmith will be extending the Free Swim or Gym to the end of 2017.

Building on the success of the popular Free Swim or Skate offer that began in December 2016, customers may use their previous month's transit pass to get one free admission to swimming or gym facilities at Cowichan Aquatic Centre in North Cowichan or the Frank Jameson Community Centre in Ladysmith.

“Buying monthly transit passes is already a great option to save money, and now it provides an opportunity to stay active,” said Cowichan Valley Regional District Chair Jon Lefebure. “It also reinforces the Hop on Board and Play Cowichan campaign that recreation and transit have partnered on across our region.”

The offer also applies to skating at the Cowichan Lake Sports Arena and drop-in recreation programs at Island Savings Centre, Kerry Park Recreation Centre and Shawnigan Lake Community Centre.

“We're pleased to work with our local partners in the Cowichan Valley Regional District to offer this additional benefit for monthly pass holders,” says Manuel Achadinha, BC Transit Chief Executive Officer and President. “These programs enhance the value to our customers and the communities we serve.”

BC Transit always encourages getting to recreation centres with socially and environmentally wise transportation choices, and now Free Swim or Gym makes it easier than ever before.

For more information on the program, please visit facebook.com/PLAYcowichan/.

Media Contact: Jonathon Dyck, BC Transit Media Relations
250-995-5720 | media@bctransit.com