

For Immediate Release: Friday, October 13, 2017

**Sponsorship Commitments Being Sought For the Truro Road Train Proposal**

In September, Truro Town Council heard a proposal regarding the feasibility of bringing a Road Train to Truro, beginning as early as May/June 2018.

The Truro Road Train would be similar to the Tatamagouche Road Train, which started in 2016 and carried in excess of 16,000 passengers in its inaugural season. The Truro Road Train would operate during peak tourist season and shuttle passengers throughout downtown Truro and connect them to Victoria Park. The loop is designed as a hop on hop off route, designed to take 45 minutes in total.

The financial feasibility of the project depends heavily on business sponsorships, the sale of advertisements, as well as ridership donations. Town Council has asked that staff reach out to local businesses and residents to determine if there is interest in sponsoring the project.

At this point a full sponsorship package is available on the Town of Truro website at <https://www.truro.ca/sponsorship-opportunities.html>. Sponsorships range from the Main Train Sponsor at a value of \$7,500/year to Brochure Advertisements at \$500/year, with discounted rates for 3 year commitments. Anyone interested in committing to a sponsorship should complete the online form found on the website and submit it to Alison Grant, Business Development Officer, Town of Truro.

At their December 2017 meeting, Truro Town Council will assess the financial viability of the project and make a decision on the Road Train proposal. If the proposal is successful, the Truro Road Train is expected to be in operation for the 2018 tourist season.

**For more information contact:**

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