

Media Release

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Winner of ticket decoration competition unveiled

Hundreds of MyZone tickets have been transformed into works of art after public transport commuters entered their expired travel passes into a ticket decoration competition.

The *What's on Your Mind?* competition launched by Nine to Five magazine asked commuters to decorate their MyZone tickets with images that reflect what customers are thinking about when they travel on trains, buses and ferries.

The ticket decoration competition was won by Beverley Gibson of Surry Hills, whose creative use of the MyZone tickets beat out almost 400 other entries.

CityRail's General Manager, Marketing, Ann Combe, said the ticket decoration competition was part of a joint campaign between CityRail and Nine to Five magazine.

"CityRail and Nine to Five magazine asked public transport customers to decorate their used MyZone tickets with some of the thoughts that occupy their minds during their daily commute with CityRail, State Transit, Sydney Ferries or private buses," Ms Combe said.

"The level of creativity was amazing with most tickets decorated in bright colours and some three-dimensional creations.

"The ticket decorations show there are plenty of people who are dreaming about holidays, warmer weather and tropical beaches as they use public transport. Love and romance, wedding plans, parties and shopping are also on their mind."

Nine to Five magazine editor, Abi Weeks, said the competition winner, Beverley Gibson, had collected several MyTrain tickets and decorated them to create a fold-out-style booklet.

Ms Weeks said the individually themed illustrations in the winning design used 13 tickets that were sewn together and secured with a fastener, and was nothing short of first-class.

"The detail in the drawings must have taken many hours – time probably spent commuting on public transport," Ms Weeks said.

“The judging was extremely difficult and the effort that went in to many of the entries was seriously outstanding.”

The winner and nine of the Judges’ selection were revealed at Central Station today (27 August) where the designs have been printed on flags suspended from the roof of the main concourse and will remain on display for one month.

Ms Gibson’s winning entry will be exhibited at Wynyard Station for up to six months and she will also receive a year’s free travel.

A further selection of the Judges’ favourite entries is also on display at St James Station for a month in the heritage display cases on platforms one and two.

Ms Combe said the new MyZone ticket was now an integral part of the journey for people who catch public transport to travel from home to work and other trips such as shopping, social activities and recreational travel.

The winning entry and a selection of the Judges’ favourite ticket decorations can be viewed at http://www.cityrail.info/news/2010/100827-whats_on_your_mind and www.ninetofive.com.au

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