



RailCorp

Media Release

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MyZone ticket decoration competition reminder

CityRail is welcoming the creative talents of customers and asking them to decorate their expired MyZone tickets.

General Manager, Marketing, Ann Combe, said the competition to decorate used MyZone tickets, would see the most creative entries displayed at train stations in the CBD.

“CityRail is giving away a year’s free travel to the winner of the ticket decoration competition and we’ll be exhibiting the best dressed tickets in major CBD stations in September”, Ms Combe said.

The new competition, *What’s on your mind?*, asks commuters to decorate their used MyZone tickets with artwork that reflects what customers are thinking about when they travel on trains, buses and ferries.

With less than two weeks until the competition closes, Ms Combe is reminding customers about the 30 July deadline and encouraging commuters to decorate their used MyZone ticket with a design inspired by what’s on your mind.

“We’ve already received many ticket entries in the competition so far and the level of creativity is amazing,” Ms Combe said.

“There are plenty of people who are dreaming about holidays, warmer weather and tropical beaches as they travel to work each day. Others have love and romance on their mind or wedding plans, parties and shopping.

“Most of the tickets are decorated in bright colours and some are even three-dimensional,” she said.

The competition is part of a joint campaign between CityRail and Nine to Five Magazine.

Selected entries will be exhibited in major stations in the CBD and featured on www.ninetofive.com.au. The designs judged to be in the Top Ten will also be blown up to mammoth proportions and hung at Central Station for one month.

Ms Combe said the winning entry will be judged by a panel of experts who are eagerly waiting to see the most creative tickets.

Ticket artwork should be sent to Nine to Five, Level 4, 83 Kippax Street, Surry Hills 2010 by 30 July or visit www.nine-to-five.wherelive.com.au/competitions/story/whats-on-your-mind/ to see the entries.

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