



For Immediate Release
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Park & Ride Game Day Shuttle Service Added To Experience

Belleville, ON – The City of Belleville has announced the launch of a Park & Ride service for Belleville Senators' home games. This new service will begin on November 1, 2017 for the team's inaugural home game at the newly renovated and expanded Yardmen Arena. The Park & Ride service is provided by the City of Belleville, in partnership with the Belleville Senators, Quinte Mall and Meta Employment Services, making it easier for fans to get to and from the games.

City of Belleville Council approved the project as part of the 2017 Operating Budget with the direction that the service would not operate at a net cost to the City. "Thanks to the generous support of the Belleville Senators, Meta Employment Services and the Quinte Mall, the City will roll this service out in two phases," said Mayor Taso Christopher. Phase one will run from November 1 to December 31, 2017. If phase one is deemed successful, the service will continue into phase two, which extends from January 1 to April 14, 2018, in addition to play-off games and any additional special events.

Priced at \$2.50 per round trip, fans can park for free at the Quinte Mall, board the bus and go directly to the Yardmen to take in the AHL professional hockey action. The Game Day Shuttle will return fans to the mall after the game. "The Quinte Mall has ample parking and is happy to support this service," stated Alexandra Benjafield, General Manager for the Quinte Mall. "Come early to the mall and enjoy our extensive dining or shopping options and visit one of our restaurants after the game."

With 4,400 seats in the Yardmen Arena and thousands using the Quinte Sports & Wellness Centre for other recreational activities, parking is at a premium. "Our goal is to offer fans a positive experience that starts even before the game begins," stated Rob Mallowney, Chief Operating Officer for the Belleville Senators. "The Belleville Senators are pleased to be a partner of this enhanced service and we encourage people to use this economical and convenient Game Day Shuttle Park & Ride system."

The shuttle will begin operating at the Quinte Mall at 5:45 p.m., with the last bus leaving at 6:40 p.m. Two City transit buses and two school buses will be used to run the service and will be staged to leave five minutes apart. "We're excited to lend our support and partner with the City of Belleville on this initiative and look forward to having the Meta bus be part of the shuttle service that will get fans to the games," shared Christofer Espinoza, Business Manager of Meta Employment Services.

Route Details

Heading to the Game:

- Quinte Mall – 2 stops
 - Bus Stop #1 - Chapters (west side of the Quinte Mall)
 - Bus Stop #2 - Toys “R” Us Entrance (south side of the Quinte Mall)
- Travel Bell Boulevard to Adam Street, circle the Quinte Sports & Wellness Centre via Centre Street and Cannifton Road
- Drop off at the bus bay on the west side of the building, northbound on Cannifton Road

After the Game:

- Leave the bus bay on the west side of the building, northbound on Cannifton Road, the route will turn left onto Bell Boulevard and head west towards the Quinte Mall.
- Drop off at west end, Stop #1 Chapters and then south end, Stop #2 Toys “R” Us

For further information on the Park & Ride Game Day Shuttle service for Belleville Senators’ Home Games, contact Belleville Transit at 613-962-1925 or visit <http://belleville.ca/residents/page/transit>

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For more information, please contact:

Paul Buck, Transit Supervisor, City of Belleville (613) 962-4344 ext. 3556
pbuck@city.belleville.on.ca

Roger Lajoie, Vice President, Communications, Belleville Senators, (613) 967-8067
lajoier@bellevillesens.com