

January 26, 2018



Dear **colleagues**,

Construction of the Eglinton Crosstown is well underway across Eglinton Avenue. This week, Crosslinx Transit Solutions (CTS) launched **#HomeSafe**, an advertising campaign to encourage safe driving around our construction zones. These ads are part of a CTS road safety campaign to promote safe behaviour on Eglinton.

Building the Eglinton Crosstown LRT requires CTS to work at busy intersections - our work can have a direct impact on traffic. We know that this can be frustrating for drivers, but we must keep people safe. The **#HomeSafe** campaign features images of our employees at work merged with images of their home life and families - see below. It's a reminder that, at the end of the day, we all have greater responsibilities.

Over the next month, **#HomeSafe** ads will be displayed on billboards and transit shelters across Eglinton. It will also be advertised in the City Centre Mirror and York Guardian, as well as online and radio.

You need my dad to build the Crosstown LRT.
I need him home tonight.

DRIVE CAREFULLY THROUGH CONSTRUCTION ZONES. **#homesafe**

CROSSLINX TRANSIT SOLUTIONS Ontario METROLINX

"Spread the word and share your story"

This isn't just a Crosslinx campaign - we hope for your help to engage a broader audience to get involved and speak up on the importance of safety. Please participate in the conversation online and tell Torontonians why it's important for you, and your members or employees to get **#HomeSafe** every day.

On Twitter, Facebook or Instagram use the hashtag **#HomeSafe** to share your story, including a picture of yourself with your family. If you don't use social media, please send your story and pictures to communications@crosslinxtransit.ca and your message will be shared through Crosslinx's Twitter account (@Crosslinx).

Some sample posts:

*By day, I'm a [job title] working on the [Eglinton Crosstown or other project]. By night, I'm mom to my little munchkins [attach family picture] **#HomeSafe**.*

*Every day, I step into traffic as a flag person to help build the [Eglinton Crosstown or other project]. At night, I always want to be **#HomeSafe** for them [attach family picture].*

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