

The only project of its kind in Canada!



The Map to Family Discount Adventures!

In Hamilton, one in four children lives in poverty and fifty percent of their family's income is used for housing costs. 96,000 people live below the poverty line in this city. That would fill Copps Coliseum five times! We have the highest poverty rate in Ontario and this is why we want to offer families an inexpensive excursion that is also environmentally friendly. Environment Hamilton would like you to consider a partnership in a cross-promotional project that encourages both locals and tourists to enjoy Hamilton's diverse offerings. It would be wonderful for families to explore their own city by transit because it's affordable, available, and a cleaner way to travel.

The HSR offers an \$9.00 Day Pass for up to two adults and up to six children (no more than six people total) to ride all day. We have expanded this offer to include discounted destinations and promote the package as an affordable day out for families.

When Day Pass users arrive at any of over 143 participating locations with a pass punched for that calendar day, they will receive a discount. Discount destinations include Hamilton Civic Museums, City Rec Centre, bowling allies, Canadian Football Hall of Fame, art studios and galleries, Pier 8 trolley and boat tours, cafes, restaurants, and even retail outlets! Take a look at our 2010 Map to see who else is on!

We're already planning for the release of the 2011 Map and we want you to help us expand!

How can you get involved in Passport to Hamilton?

Offer a discount and be put on our Map for free!

Our 2010 Map has 20 000 copies in circulation all over Hamilton. The 2011 Map will increase to 25,000 copies. Now is your chance to get on it! It costs absolutely nothing to have your location, address, contact information, and special discount listed. All you need to do is offer a discount to Day Pass users. You'll also be listed on our website. In fact, you can join the project immediately and be listed online before the 2011 Map goes to print.

Advertise on the Map!

Whether you are offering a discount to Day Pass users or not, business-card sized (2" x 3.5") advertising is available on our map! (Advertising is cheaper if you are also offering a discount.)

Display the Map! Spread the Word!

Help Hamiltonians take advantage of the HSR Day Pass by keeping some Passport to Hamilton Maps on hand.

Sell Day Passes!

Does your business already sell HSR tickets? Why not ask your HSR provider for Day Passes as well? Do many of your customers take the bus? Bring them into your store more often by carrying HSR Day Passes.

Contact us:

Passport to Hamilton Project

Environment Hamilton

22 Wilson Street, Suite 8

905-549-0900

passporttohamilton@environmenthamilton.org

