

August 23, 2011/ For Immediate Release

Art in Motion on monthly bus passes

AIRDRIE, ALBERTA – Airdrie Transit monthly pass holders will notice a creative, colorful change starting in September with the launch of the Art in Motion initiative. The work of 22 local artists is featured on monthly transit passes over the next year. This is the first time Airdrie Transit has showcased local artistic work on transit passes.

“Showing my work is something I really like to do and Art in Motion is an amazing opportunity for people to see art on a daily basis and perhaps realize that art is not something far away, but can be very nearby. If this helps a little bit to make their day, I would be very happy,” said artist Koos de Jongh.

“We’re excited to share the energy, passion and talent of local artists on our 2011/2012 monthly transit passes,” added Chris MacIsaac, Airdrie Transit Coordinator. “This has been a fantastic experience for Airdrie Transit to work closely with the arts community to show the linkages between public transit and public art.”

"Art in Motion is a wonderful vehicle for bringing local art to local eyes. People using transit get to view art in an unexpected way and can appreciate the talented artists they share their city with. Through Art in Motion riders may discover that art is not only in the displays, but as well, is out the windows in the passing scenes of their everyday world," said local artists Rod and Shirley Wood.

A brochure with details on the local artists and his or her work will be available throughout the year.

Passes can be purchased at Airdrie City Hall, Genesis Place, Shoppers Drug Mart on Main Street, Airdrie Co-op and the Calgary Transit Customer Service Centre in downtown Calgary.

-30-

Media Contact:

Chris MacIsaac, Transit Coordinator

403-948-8800 ext 8449

chris.macisaac@airdrie.ca

www.airdrie.ca