

TD BANK GIVES BOOST TO BAYRIDES THROUGH THEIR MAKE TODAY MATTER CAMPAIGN

Members of BayRides board are still in a little shock. Monday, November 3, a board meeting was called with unusually short notice and a vague agenda. When members arrived and the usual greetings and chit-chat had settled to start the meeting, there was a loud knock on the door and in came Jeremy Zwicker, the TD Branch manager of the newly opened Tantallon location, along with cameras and a production crew for their Make Today Matter Campaign. Heather Cochrane, on behalf of the BayRides Board was presented with a TD Bank Customer Card, with \$20,000 to buy the accessible bus they have been planning and fundraising for.

As part of this social media campaign, branches were asked to submit names of individuals active in their community. Jeremy submitted Heather Cochrane's name. Apparently, Heather's passion for the project and the strong community need set the wheels quite literally in motion. The production team set to work reviewing information, and the organizations business plan on-line.

They searched far and wide, and found a vehicle to meet the needs as outlined in the plan. At this time BayRides Board Chairperson, Rod Shaw, was brought in on the surprise. "It was very difficult to keep a secret from the rest of the board, but the result was definitely worth it," said Rod. Immediately following the board meeting plans were made for the next 24 hours. The accessible bus was purchased, license plates and insurance was procured, and a community celebration was planned. In addition, the production crew toured and filmed the BayRides service area and had a chance to film and talk to some members of the community about the project.

The community celebration was held Tuesday, November 4 outside the new TD Branch in Tantallon. The bus was unveiled, the always entertaining Saunders Brothers helped the crowd keep warm, and Delish Fine Foods provided delicious refreshments for the event. There was quite a turnout of bank officials, local business, and community members, including HRM Councilor Matt Whitman.

"This is truly amazing! We are so thankful for the gift that TD has provided, today definitely mattered to St. Margaret's Bay. We are much further along our goal of creating greater connection in our community. We still have work to do, and do not have a launch date yet, but this does advance our timeline" said Heather Cochrane. We are also looking for help from members of this community in the coming months as a marketing plan and materials will need to be produced and operating procedures are created. Anyone interested, should send an email to info@bayrides.ca or call Rod Shaw (902)826-7060. BayRides is also a grateful recipient of the Bay Treasure Chest funds. The \$8000 received to date will be used to get the bus road ready, including decaling. In addition Bay Treasure Chest funds will help provide rides to ensure that everyone in the community is able to stay connected.

The project is also receiving funding through Service Nova Scotia and Municipal Relations(SNSMR) NS-TRIP fund, former MLA Bill Estabrooks, and HRM Councilor Matt Whitman. Applications will be made to assist with on-going operational funding available through the Province and HRM Check out the MakeTodayMatter Campaign on the TD Financial Facebook page, and visit www.bayrides.ca to stay informed.