

Sweeps Media Kit

Info: TransLink sweepstakes is a contest where customers are automatically entered to win prizes every time they tap their Compass Card. To enter customers must first register their Compass Cards at translink.ca/tapintowin. Every trip is registered as its own entry, up to a maximum of 16 entries per Compass Card per day.

Suggested Copy:

Twitter:

- We're proud to support our partners at @TransLink as they launch their first ever sweepstakes. Register your compass card at translink.ca/tapintowin to gain entries to win great prizes with every trip you take.
- Did you hear? @TransLink has launched their first ever sweepstakes. You can gain entries to win awesome prizes every time you tap your Compass Card. Register yours at translink.ca/tapintowin
- Do you have a Compass Card? @TransLink is now offering awesome prizes like flights and e-scooters, you can gain free entries with every trip you take. Make sure you register your Compass Card at translink.ca/tapintowin for your chance to win.
- Gain entries to win in @TransLink's sweepstakes with every trip you take when you register your Compass Card at translink.ca/tapintowin

Facebook:

- Tap in to win with @TransLink's first ever sweepstakes! Register your Compass Card at translink.ca/tapintowin and gain entries to win great prizes from Air Canada, BC Ferries, and Destination Vancouver with every trip you take on transit.
- Did you hear? @TransLink has launched their first ever sweepstakes. You can gain entries to win awesome prizes every time you tap your Compass Card. Registering is quick and easy at translink.ca/tapintowin
- Looking for a reason to get back on the @TransLink system? How about participating in their first ever sweepstakes with huge prizes up for grabs! Register your Compass Card at translink.ca/tapintowin and gain free entries with every trip you take.
- You can win awesome local prizes every time you tap thanks to @TransLink and their first ever sweepstakes! Registration is easy, just go to translink.ca/tapintowin and enter the details from your Compass Card.

Instagram:

- Our friends over at @TransLink are launching their first ever sweepstakes and entering to win great prizes couldn't be easier! Register your Compass Card at translink.ca/tapintowin and get free entries with every journey you take.
- @TransLink has launched their first ever sweepstakes and you can win big just by tapping your Compass Card. Register your card at translink.ca/tapintowin and gain entries with every trip you take!

- Entering @TransLink's new sweepstakes couldn't be easier. Head to translink.ca/tapintowin to register your Compass Card and gain free entries for every trip you take! With awesome prizes being drawn for the next few months you won't want to miss out.
- Have you heard about @TransLink's first ever sweepstakes? You can gain entries to win awesome prizes every trip you take on transit when you register your Compass Card at translink.ca/tapintowin.

Linkedin:

- Our partners @TransLink are launching their first ever sweepstakes to celebrate the resilience of their customers. All Compass Card holders can enter to win prizes by registering their cards at translink.ca/tapintowin. Every trip on transit is another entry, with prizes from @AirCanada, @BCFerries, and @DestinationVancouver you won't want to miss out.
- It's time to get back on transit. Our partners @TransLink have launched their first ever sweepstakes and Compass Card holders can gain entries with every trip they take on transit. Register your Compass Card at translink.ca/tapintowin to start gaining entries.
- Did you hear? @TransLink has launched their first ever sweepstakes. You can gain entries to win awesome prizes every time you tap your Compass Card. Registering is quick and easy at translink.ca/tapintowin