



Light Rail Transit Association

Advocating modern tramways and urban light rail transit

Established 1937, incorporated 2004

PRESS RELEASE FROM TRAMFORWARD

1st November 2007

TramForward

TRAMFORWARD - LAUNCH OF A LIGHT RAIL CHAMPION

Campaigning for high-quality urban transport TramForward is the new name of the Light Rail Transit Association's campaigning arm. The new face of urban transport campaigning will be launched at the LRTA's annual general meeting this weekend, when the Association will also celebrate its 70th birthday.

The name TramForward will be applied to the LRTA's central campaigning activities, including promotional literature, media communications and a new website. "The TramForward name reflects our commitment to campaigning for a better future for public transport," said LRTA deputy chairman Geoff Lusher. "Trams and light rail bring reduced car use, a better urban environment, economic regeneration and lower carbon dioxide emissions. They are the way forward for our cities."

NOTES FOR EDITORS

1. The Light Rail Transit Association is the world's leading organisation campaigning for better public transport through light rail, tramway and metro systems in our towns and cities for nearly 70 years. It also supports the revitalisation of suburban and rural transport through the application of light rail.
2. The LRTA acts through its network of local branches, which campaign for better transport in their localities.
3. Membership of the LRTA costs under 12p a day. To join, visit www.lrta.org or write to the Membership Secretary, LRTA, 38 Wolseley Road, Sale, Greater Manchester, M33 7AU. Members of the LRTA receive the monthly magazine Tramways & Urban Transit - written and read by experts in the field - and gain other benefits including discounts on videos and books, tours of transport systems and cut-price admission to selected transport sites.
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