

*The I-81 Challenge*  
May 2012 Public Meeting  
Appendix C – Publicity Materials

**Prepared for: Syracuse Metropolitan Transportation Council**

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## **Appendix C: Publicity Materials**

1. Meeting flyer
2. Placard placed on Centro buses
3. SMTC press release
4. Print ad (Post-Standard, Eagle Newspapers, and Syracuse New Times)
5. Online banner ads (YNN.com)

Print ad

# What's the Future of I-81?

I-81 represents one of the most important projects in Central New York history. Now it's time to begin evaluating options for the highway's future. Before the exhaustive formal analysis begins, our community — and you — have another opportunity to review the potential strategies and offer your input. Come to the May 9th public meeting at the OnCenter.

You have a stake in your community. Share your ideas. Be part of the process of deciding the future of I-81 in Central New York.



## Public Meeting

Wednesday, May 9

2 pm to 8 pm

Drop in anytime... stay as long as you like.

OnCenter Ballroom / Downtown Syracuse

Free Parking



Engaging the community in the future of I-81.

*The I-81 Challenge is the joint effort of the Syracuse Metropolitan Transportation Council and the New York State Department of Transportation to plan the future of Interstate 81.*


*All meetings will be handicapped accessible. Spanish and ASL interpreters will be provided. To request special accommodations, please contact the SMTC at 422-5716 or contact us at [the81challenge.org](mailto:the81challenge.org).*

*For directions and additional information, visit [www.the81challenge.org/meeting](http://www.the81challenge.org/meeting)*


*Can't make a meeting in person? Participate online after May 9 in our virtual meeting at [www.the81challenge.org/virtual](http://www.the81challenge.org/virtual)*

Online banner ads

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Click for details,  
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