

PROMOTION Efficient Leadership Expansion

NNEPRA develops the promotional and marketing strategies that increase Downeaster ridership, stimulate tourism and improve the mobility of the traveling public.



RIDERSHIP GROWTH

NNEPRA manages the design and production of all television and radio spots, print ads, websites, electronic and social networking initiatives and collateral materials which promote the Downeaster throughout the region. Campaigns targeting specific markets have **doubled Downeaster ridership and ticket revenues** and have won several local and national awards for excellence.



PUBLIC BENEFIT

NNEPRA participates in non-profit community organizations and activities such as chambers of commerce, economic development, tourism, educational and marketing organizations along the Downeaster corridor which support our business goals and advance a public purpose.

The **Train to Maine** campaign generates tens of thousands of Downeaster riders to Maine each year and showcases Maine as a premier **tourist destination** throughout greater Boston.

The Downeaster **Cancer Care Fare** program, developed in cooperation with the American Cancer Society, provides discounted fares to patients referred to Boston for treatment. According to one patient: "My only remaining option was to participate in a clinical trial in Boston. I was using a lot of money for gas to make the multiple trips required for my appointments and treatments. The Downeaster's Cancer Care Program has made a big difference in my ability to participate in the clinical trial. Thank you!"



More than 10,000 Maine school kids have taken advantage of the **Downeaster Discovery Program** which offers special fares and planning tools for youth and school groups traveling for educational purposes.



NNEPRA collects hundreds of toys for needy children each year by providing a free train ride to Maine school kids in exchange for a toy donation to the **US Marine Corps Toys for Tots** Program.

