

Town of BWG “Toys for Tickets” program nets more than \$3,000 in toys

Bradford West Gwillimbury, ON (December 19, 2018) – The Town of Bradford West Gwillimbury launched its first Toys for Tickets program this year, allowing anyone who received a ticket for parking on the street during the winter overnight ban to “pay” their ticket by donating an equal amount in new toys.

More than 60 tickets were paid through the program, which ran from December 1st to 14th, resulting in over \$3,000 worth of toys that will be distributed to local families by the Bradford Helping Hand Food Bank.

“It’s the first time we’ve seen so many people come in to pay a parking ticket with smiles on their faces,” says Brent Lee, Manager of Enforcement. “It’s important to build positive relationships with the community and we’d like to extend our heartfelt thanks to everyone who donated.”

To further aid the local community, the program stipulated that the toys must be purchased from stores in BWG.

Town staff continue to educate the public about winter parking regulations. Vehicles are prohibited from parking on roads in BWG between 2 a.m. and 6 a.m. from December 1 through April 1. An extra hour of parking is permitted at the “four corners” area of Holland/Barrie/Simcoe, where the ban is from 3 a.m. to 6 a.m. The ban is lifted completely on New Year’s Eve to encourage safe celebrations.

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*PHOTOS: Town Enforcement and Administration staff show off the toys collected for local kids.
(high-res photo available upon request)*