**Zoom travel passes - sample content**

**Text Message**

**Message 1:**

Zoom to work, school college or your mates.

Apply now for a Zoom Under 16 Travel Pass and be ready to go in September:

[**www.travelsouthyorkshire.com/ZoomU16**](http://www.travelsouthyorkshire.com/ZoomU16)

**Message 2:**

Zoom to work, school college or your mates.

Apply now for a Zoom 16-18 Travel Pass and be ready to go in September:

[**www.travelsouthyorkshire.com/Zoom1618**](http://www.travelsouthyorkshire.com/Zoom1618)

**Social Media**

**Message 1:**

Get from A to B for 80p with a Zoom Under 16 Travel Pass.

Apply now so your child is ready to go in September: [**www.travelsouthyorkshire.com/ZoomU16**](http://www.travelsouthyorkshire.com/ZoomU16)

**Message 2:**

Get from A to B for 80p with a Zoom 16-18 Travel Pass.

Apply now so you’re ready to go in September:

[**www.travelsouthyorkshire.com/Zoom1618**](http://www.travelsouthyorkshire.com/Zoom1618)

**Message 3:** Travelling to school? Why not walk, cycle or scoot?

Find out more at: [**www.travelsouthyorkshire.com/schools**](http://www.travelsouthyorkshire.com/schools)

**Content for email to parents**

**Zoom Under 16 Travel Pass:**

*Subject: Apply for a new Zoom Under 16 Travel Pass*

**Apply for a new Zoom Under 16 Travel Pass**

Travel South Yorkshire’s new **Zoom Under 16 Travel Pass** is available to help young people living in South Yorkshire get from A to B for 80p.

Zoomers can travel any time, anywhere in South Yorkshire on buses or trams for a single fare of 80p per journey. They can also buy discounted 1, 7 or 28 day tickets, which are loaded straight onto the pass, which might be cheaper if they travel regularly.

Under 16s travelling without a valid pass may be charged full fare, **so please apply now** so your child has a Zoom Under 16 Travel Pass ready for the start of the school term in September. The pass proves your child is eligible to travel for the concessionary fares on public transport in South Yorkshire.

If your child already has a MegaTravel Pass **this remains valid** until it expires. It does not need to be replaced with a Zoom Under 16 Travel Pass.

**Be ready to go in September.**

**Apply for your child’s travel pass now:** [**www.travelsouthyorkshire.com/ZoomU16**](http://www.travelsouthyorkshire.com/ZoomU16)

**Content for email to pupils**

**Version 1 Zoom Under 16 Travel Pass:**

*Subject: Apply for a new Zoom Under 16 Travel Pass*

**Apply for a new Zoom Under 16 Travel Pass**

Travel South Yorkshire’s new **Zoom Under 16 Travel Pass** helps young people living in South Yorkshire get from A to B for 80p.

With a Zoom Under 16 Travel Pass you can travel any time, anywhere in South Yorkshire on buses or trams for a single fare of 80p per journey. You can also buy cheaper 1, 7 or 28 day tickets, which are loaded straight onto the pass.

If you travel without your travel pass you may be charged full fare, **so please apply now** so you have a Zoom Under 16 Travel Pass ready for the start of the school term in September. The pass proves you can travel for less on public transport in South Yorkshire.

If you already have a MegaTravel Pass **this remains valid** until it expires. It does not need to be replaced with a Zoom Under 16 Travel Pass.

**Be ready to go in September.**

**Apply for your Zoom Under 16 Travel Pass now:** [**www.travelsouthyorkshire.com/ZoomU16**](http://www.travelsouthyorkshire.com/ZoomU16)

**Version 2 Zoom 16-18 Travel Pass:**

*Subject: Apply for a new Zoom 16-18 Travel Pass*

**Apply for a new Zoom 16-18 Travel Pass**

Travel South Yorkshire’s new **Zoom 16-18 Travel Pass** is available to get you from A to B for 80p, if you live in South Yorkshire.

With a Zoom 16-18 Travel Pass you can travel any time, anywhere in South Yorkshire on buses or trams for a single fare of 80p per journey. You can also buy cheaper 1, 7 or 28 day tickets, which are loaded straight onto the pass.

If you travel without your travel pass you may be charged full fare, **so please apply now** so you have a Zoom 16-18 Travel Pass ready for the start of term in September. The pass proves you can travel for less on public transport in South Yorkshire.

If you already have a 16-18 Travel Pass **this remains valid** until it expires. It does not need to be replaced with a Zoom 16-18 Travel Pass.

**Be ready to go in September.**

**Apply for your Zoom 16-18 Travel Pass now:**

[**www.travelsouthyorkshire.com/Zoom1618**](http://www.travelsouthyorkshire.com/Zoom1618)

**Content for websites/intranet**

**Version 1 Zoom Under 16 Travel Pass**

**Apply for a new Zoom Under 16 Travel Pass**

Travel South Yorkshire’s new **Zoom Under 16 Travel Pass** is available to help young people living in South Yorkshire get from A to B for 80p.

With a valid pass young people can travel any time, anywhere in South Yorkshire on buses or trams for a single fare of 80p per journey. They can also buy discounted 1, 7 or 28 day tickets, which are loaded straight onto the pass and might be cheaper if they travel regularly.

Under 16s travelling without a valid pass may be charged full fare, **so please apply now** so your child has a Zoom Under 16 Travel Pass ready for the start of the school term in September. The pass proves your child is eligible to travel for concessionary fare on public transport in South Yorkshire.

If your child already has a MegaTravel Pass **this remains valid** until it expires. It does not need to be replaced with a Zoom Under 16 Travel Pass.

**Be ready to go in September.**

**Apply for your child’s travel pass now:** [**www.travelsouthyorkshire.com/ZoomU16**](http://www.travelsouthyorkshire.com/ZoomU16)

**Version 2 Zoom 16-18 Travel Pass**

**Apply for a new Zoom 16-18 Travel Pass**

Travel South Yorkshire’s new **Zoom 16-18 Travel Pass** is available to help young people living in South Yorkshire get from A to B for 80p.

With a valid pass young people can travel any time, anywhere in South Yorkshire on buses or trams for a single fare of 80p per journey. They can also buy discounted 1, 7 or 28 day tickets, which are loaded straight onto the pass and might be cheaper if they travel regularly.

16-18 year olds travelling without a valid pass may be charged full fare, **so please apply now** so you have a Zoom 16-18 Travel Pass ready for the start of term in September. The pass proves you’re eligible to travel for concessionary fares on public transport in South Yorkshire.

If you already have a 16-18 Travel Pass **this remains valid** until it expires. It does not need to be replaced with a Zoom 16-18 Travel Pass.

**Be ready to go in September.**

**Apply for your travel pass now:** [**www.travelsouthyorkshire.com/Zoom1618**](http://www.travelsouthyorkshire.com/Zoom1618)