

Unusual Christmas Tree of used tickets in Moscow Metro

There is the most unusual Christmas Tree made of used tickets “Ediny” in the hall of Turgenevskaya station. The tree is 3.5 meters tall. The tree is made of 230,000 tickets, which is equal to the number of tickets Moscow Metro passengers buy every day and then throw them away.

The unusual ticket tree is a joint project by Moscow Metro and “Gorod”*, loyalty program of the “Troika” card. To participate in the program, you need to have Troika that facilitates your travel experience and saves your money.

“We have collected all the tickets thrown away for a single day and made the Christmas Tree out of them. Its weight is equal to that of 16 trees of 3 meter tall. The main idea is to encourage passengers to protect the environment by buying the “Troika” card instead of tickets made of paper. If commuters like this ticket tree, next year we will install another tree of thrown away tickets per one day, however, we hope that the tree will be one meter smaller”, - said Yulia Temnikova, Deputy CEO of Moscow Metro on Client Services and Passenger Work.

The official social account of the loyalty program “Gorod” has also launched a competition Christmas Trees under Troika Protection. In order to participate, one have to register (if doesn't) in the program, take a selfie with the “Ediny” Christmas Tree and post it with a hashtag #ёлкиподзащитойтройки. The winners will get personalized “Troika” cards with the unique design and bonuses.

Furthermore, on December 22, 2018, there will be two free workshops where all volunteers can get a chance to learn how to craft Christmas decorations. The time of the events will be posted later in the official social accounts of the Moscow Metro.

Taking part in the workshops is available for all “Troika” owners already registered in the “Gorod” program. Otherwise, one have to register on spot. Registration is possible either via mobile app “Gorod” or <https://gorodtroika.ru/>. During six months over 100,000 users have registered in the loyalty program of the “Troika” card.

The loyalty program was launched on June 25 which allows Moscovites to use services of stores, pharmacies, dry cleaner's, private hospitals, cinemas, SPA and other partners as well as commuting around the network for free. Every time topping up a “Wallet” ticket of “Troika” card with no less than 250 rubles the customers will be rewarded with 3% of bonuses.

The link to the full news is here: <https://gorodtroika.ru/>.