



For Immediate Release
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MEDIA ADVISORY

WHAT: Black Friday Toll Sale returns on South Norfolk Jordan Bridge
Better than BOGO, the South Norfolk Jordan Bridge offers its lowest toll of the year when it slashes the E-ZPass rate by more than 50% for Black Friday shoppers.



Travel fees are just \$1.00 for all E-ZPass passenger vehicles using the South Norfolk Jordan Bridge to cross the Elizabeth River between Chesapeake and Portsmouth during the 24-hour period.

During the sale, E-ZPass drivers are debited just \$1.00 per crossing from their prepaid account (\$1.00 rate is for two-axle vehicles only). Multi-axle vehicle and Pay-by-Plate rates are NOT discounted.

WHEN: Friday, November 23, 2018
The Black Friday discount travel period begins just after midnight on Thanksgiving and is offered through midnight on Friday, Nov. 23rd.

WHERE: South Norfolk Jordan Bridge
Whether traveling to MacArthur Center, the shops of Olde Towne Portsmouth, Greenbrier Mall or the Norfolk Premium Outlets, take the high road for a reliable Elizabeth River crossing. Visit www.SNJB.net for a map and turn-by-turn directions to the Bridge.

WHY: Holiday savings offer
"Choosing a reliable shortcut is important when shoppers are mapping their Black Friday deal destinations," says General Manager Kevin Crum. "The Jordan Bridge also is the convenient and reliable route for everyday trips across the river."

About the South Norfolk Jordan Bridge

The 5,375' long South Norfolk Jordan Bridge is two-lane, fixed span, high-rise toll bridge over the Elizabeth River's Southern Branch. On the west side of the river, the bridge ties into the Elm Avenue and Victory Boulevard intersection near NNSY's Gate 36. On the east side, it connects to Poindexter Street and provides seamless access to I-464. The privately-funded and operated bridge features two 12' wide traffic lanes, two 8' wide shoulders and an award-winning pedestrian sidewalk separated from traffic by a concrete barrier. A fully-electronic video capture system accepts E-ZPass to maximize convenience for users, but it's not required for travel.

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