



For Immediate Release
November 14, 2016

Contact: Kevin Crum
#757/537-1027 cell
kcrum@southnorfolkjordanbridge.com

MEDIA ADVISORY

WHAT: Black Friday Half-Price Toll Sale at South Norfolk Jordan Bridge

The South Norfolk Jordan Bridge has slashed E-ZPass travel fees by 50% for Black Friday shoppers! Travel fees are cut in half all day for all E-ZPass vehicles using the South Norfolk Jordan Bridge to cross the Elizabeth River between Chesapeake and Portsmouth.



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, multi-axle vehicles are discounted accordingly). Pay-by-Plate and Pay-by-Mail rates are not discounted.

WHEN: Friday, November 25, 2016

Half-price travel period begins at 12:01 am on Thursday, Nov. 24th and is offered through midnight on Friday, Nov. 25th.

WHERE: South Norfolk Jordan Bridge

Whether traveling to MacArthur Center, Greenbrier Mall or the shops of Olde Towne Portsmouth, 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: Test-drive your commute at a discount

“Shoppers can skip the traffic congestion and get a jump on all the Black Friday shopping by using the reliable Jordan Bridge,” says General Manager Kevin Crum. “It also offers an opportunity to explore the river crossing and make plans to incorporate it into your daily commute.”

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 Southern Branch of the Elizabeth River. 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 bridge features two 12' wide traffic lanes, two 8' wide shoulders and a pedestrian sidewalk separated from traffic by a concrete barrier. A fully-electronic video capture system uses E-ZPass to maximize convenience for users, but is not required for travel.

###