



Pictured above: We love the competing elements of this shot by photographer Gregory Hardison that captures a full moon slowly rising behind the bridge with the streaming taillights of a passing vehicle in the foreground.

In this issue:

- 📅 Black Friday \$1 Toll Sale returns Nov. 29th
- 📅 Win tickets to see the new "21 Bridges" movie!
- 📅 Special Santa Claus Shuffle offer for Commuter Club members
- 📅 SNJB teams Pull for Pink in support of breast cancer research
- 📅 Come see our entry in the Holiday Tree Gala decorating contest
- 📅 Put your holiday messaging in front of our drivers



Black Friday \$1 Toll Sale Returns

Better than a BOGO, the SNJB is happy to again offer the \$1 toll sale on Black Friday. Save 60% off standard rates when you take the high road across the river to shop your favorite stores at MacArthur Center, Greenbrier Mall, the shoppes of Olde Towne Portsmouth, Norfolk Premium Outlets and beyond.

This special rate is available for a full 24 hours on

Friday, November 29th for all cars traveling with a valid E-ZPass account. Multi-axle vehicles and Pay-by-Plate transactions are billed at standard rates.

The Jordan Bridge is your ticket to see the 21 Bridges movie

A new blockbuster movie starring "Black Panther" and "Avengers" star Chadwick Boseman features the 21 bridges of Manhattan as a key element in an NYPD action thriller.

We want to send you and a friend to see the movie by playing our fun trivia challenge! Follow our Facebook, Twitter and Instagram pages beginning Dec. 2nd where we'll post a different "21 Bridges" movie trivia question each day for a week.

One winner will be chosen at random from all correct answers on each channel to win a local theater gift card to enjoy the film (21 winners in total). *Good luck!*



Santa Claus Shuffle Discount

Now celebrating its 25th anniversary event, the Santa Claus Shuffle is offering our drivers a special discount on a race entry. This annual 5K race steps off at the Atlantic Union Bank Pavilion and treks along the Portsmouth waterfront on Sunday, Dec. 8th with many participants in full holiday costumes! All proceeds benefit the [Tidewater Youth Services Foundation](http://www.TidewaterYouthServicesFoundation.org).

Commuter Club members enjoy a **\$10 discount** on the 5K race entry fee just by entering promo code "JORDANBRIDGE" when registering before race day at www.SantaClausShuffle.org.

Have fun, and send us your event pictures!



We Pulled for Pink!

The Chesapeake Sheriff Office recently hosted their 5th Annual Pull for Pink to benefit the Chesapeake Regional Health Foundation in support of breast cancer research.

We were proud to sponsor three teams to compete in the event which pitted crews of eight against the City's pink fire engine in a quick game of tug-of-war. Our teams didn't take home the trophy this year, but they had fun and vowed to return strong in 2020!

Deck the Halls with Music!

The Holiday Tree Gala returns to the South Norfolk Memorial Library this year, and we'll have a tree on display again! The theme is "Motown Christmas," and we're focusing on a decoration design highlighted by the legendary Aretha Franklin and her "freeway of love."

Come check out all the specialty trees, and vote for SNJB in the People's Choice contest. Guests also will enjoy live holiday music, carriage rides and visiting with Santa on Saturday, Dec. 14th.



Talk Directly to Our Drivers

Ready to take your business messaging to a new level? Our unique, overhead display boards deliver a high level of brand attention without distractions and are the first custom display on a bridge/tunnel in the Hampton Roads region.

Reserve one of our full-color LED display boards for a day, week or month at competitive rates and visible to an average of 8,000+ vehicle trips per day. For more information and ad specs, please e-mail Advertise@SouthNorfolkJordanBridge.com.



About the SNJB

The South Norfolk Jordan Bridge is a high-level, fixed span bridge that links Chesapeake and Portsmouth across the Elizabeth River's Southern Branch. Its soaring height eliminates bridge lifts and railroad crossings that stop traffic. Plus, the electronic collection system keeps traffic flowing smoothly without the need to stop at a toll booth. For more information about this privately-built and operated bridge, visit www.SNJB.net.



SNJB Local Operations Office
1001 Scenic Parkway, Suite 203
Chesapeake, VA 23323
#757/545-3444 phone

[Unsubscribe](#) | [Update Preferences](#)