

SNJB Quarterly Newsletter: Winter 2021 issue



Pictured above: The night sky changes daily, but this simple capture of the bridge silhouetted against a sparkling Milky Way is a view we could stare at forever. Photo credit to the talented TPT Photography.

In this issue:

- 🏆 Cruise for A Cruise Sweepstakes winners announced
- 🚗 Re-pack the emergency kit for your car
- 🌞 SNJB spreads the warmth during the holiday season
- 🗺️ Improved connections make the SNJB your go-to route across the river
- 🗳️ Vote the SNJB as your Favorite Place to Hike/Walk in 2021
- 📰 Let our drivers know about your 2021 news!



Sweepstakes winners named

Exclusively for E-ZPass drivers, our Cruise for A Cruise promotion set sail on the bridge's 8th birthday last fall. Five lucky drivers were randomly selected to receive a Grand Prize Dinner Cruise for Two package aboard the Spirit of Norfolk. See the winners' list, and be sure to travel with us in 2021!

Update your emergency kit

Most of us already know we should carry an emergency kit in our car, especially during the winter. OnStar recently published an article updating the basic list of items to include some modern must-haves that you may not have considered. Check it out, and stock your trunk or back seat with these important travel provisions.

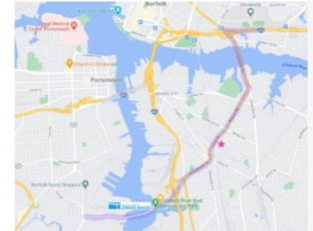


Warm & Fuzzy for our neighbors

Quarantine didn't stop winter from coming, and we were happy to again support Buffalo Family & Friends' Annual Warm & Fuzzy Christmas event. In December, we donated more than 150 accessories --hats, gloves, scarves, headwraps and socks-- to help warm our neighbors' hearts, heads and hands.

New SNJB connections

You know to take the high road for a reliable trip across the river, but new connections make it an even better shortcut to get you where you want to go! Before the holidays, the new Poindexter Street Bridge opened in Chesapeake, charting a direct path from the SNJB to I-264. Now, the NNSY has reopened its Borum Overpass and restored access via Gates 36 and 29. Test drive these new SNJB connections to save time, gas and frustration.



Pictured above: Follow the highlighted route shown to take the high road across the river to/from I-264 via the new Poindexter Street Bridge in Chesapeake identified by a pink star.



Vote for the SNJB as 2021's Favorite Place to Hike/Walk

Coastal Virginia magazine has returned with its "Best Of" Readers' Choice Awards for 2021, and we're thrilled to be back on the ballot! Register in their new online portal, and vote for the SNJB as your Favorite Place to Hike/Walk in the Travel & Leisure category beginning February 10th. Votes are accepted through March 15th with winners announced in the magazine's July/August issue. Help us hold on to the GOLD again this year!



Talk Directly to Our Drivers

Business owners, rethink your 2021 messaging by taking it 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 our advertising team.

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, please visit our website.



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