



Presented by



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Norfolk sailor Ronald E. Pierce selected as “Ride for A Rogue” Sweepstakes Grand Prize Winner

Chesapeake, VA – One lucky Hampton Roads E-ZPass driver will be hitting the roads this year in a brand new Nissan Rogue and enjoy complimentary South Norfolk Jordan Bridge (SNJB) travel in 2017

after being selected as the Grand Prize Winner in the Ride for A Rogue Sweepstakes!

USS Truman sailor and Norfolk resident Ron Pierce traveled the SNJB on September 19th as he headed out of the Norfolk Naval Shipyard. That trip was just like the one he takes home from work almost every day, except that it was the one trip randomly selected from nearly 800,000 others taken since the start of summer that earned him the grand prize. “I travel the Jordan Bridge every day to beat the traffic, but I couldn’t believe I really won!” says Pierce.

The Ride for A Rogue Sweepstakes was open for 28 weeks last year from June 17th through December 31st. All SNJB trips taken by E-ZPass customers earned a free entry into the sweepstakes with a total of 793,396 entries received during the campaign. The Grand Prize package is valued at \$23,810 and features a brand new 2016 Nissan Rogue vehicle, courtesy of Nissan of Chesapeake, plus unlimited free travel for the new vehicle on the South Norfolk Jordan Bridge during 2017.

“The sweepstakes partnership with Nissan of Chesapeake provided a huge opportunity to help us to show appreciation for our E-ZPass drivers,” says SNJB General Manager Kevin Crum. “In addition to rewarding our existing drivers, the Ride for A Rogue Sweepstakes encouraged new SNJB trips by drivers who had not yet experienced the reliability and connectivity our facility affords and helped grow E-ZPass traffic by 5% over the same period last year.”

About the SNJB

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, the bridge intersects with Elm Avenue and Victory Boulevard in Portsmouth. On the east, it connects to Poindexter Street and provides seamless access to I-464 in Chesapeake. 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 accepts E-Z Pass to maximize convenience for users, but is not required for travel.

About Nissan of Chesapeake

Well-known for its “Swap Keys” consumer campaigns, Nissan of Chesapeake is Virginia’s number one volume Nissan dealer and features a huge selection of new and certified pre-owned vehicles for every budget. The dealership is committed to delivering exceptional service to its customers and supporting the community while proudly servicing all of Hampton Roads and beyond.

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