



**REDECKING
THE MACDONALD
BRIDGE**

P. O. Box 40, 125 Wyse Road
Dartmouth, NS, B2Y 3Y2

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The Big Lift – There’s an app for that!

Halifax, N.S. - Halifax Harbour Bridges (HHB) has launched an app to ensure the public has the most current information about the status of the Macdonald Bridge during the Big Lift.

If you travel the Macdonald Bridge, you’ve probably become familiar with the closures that began March 1st. Sunday to Thursday, for the duration of the suspended spans deck replacement project, also known as the Big Lift, the Macdonald will be closed from 7 p.m. until 5:30 a.m. There will also be approximately 12 weekend closures through the course of the project.

In a recent survey of how bridge commuters want to receive information, respondents said they would be somewhat or very likely to download an app for tracking the Big Lift updates. “The Macdonald Bridge is a major transportation link in Halifax and we want to make sure people know if the bridge is open or closed,” explains Alison MacDonald, Communications Manager for Halifax Harbour Bridges.

The free app shows you whether the bridge is open or closed at any given time. The app also sends you notifications directly if a closure is cancelled or the timing has changed.

Available now to download, the application works across a variety of devices including iPhone, Android, tablet and Blackberry. With updates about weather in Halifax, current status of the bridge, and upcoming closures, the simple, straightforward user interface gives commuters immediate access to the information most important to them.

With almost 34 million crossings each year HHB’s mission is to provide safe, efficient and reliable cross harbour transportation infrastructure at an appropriate cost. The Big Lift is a major capital project by Halifax Harbour Bridges to replace the suspended spans of the Macdonald Bridge.

The Big Lift app was built by REDspace, a local digital design and development studio.

For more information, or to download the app, visit thebiglift.ca.

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Media Contact:

Halifax Harbour Bridges
Allison Currie
Community Engagement Officer
p. 902-406-3391 | c. 902-817-5122