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Alberta Registry Agents Make Traffic Fines EZ2PAY if UR2FAST on Alberta Roads

New Campaign Aims to Educate Albertans About a Quick and Convenient Way to Pay Traffic Fines

January 26, 2016 (Edmonton, Alberta) – Paying traffic fines may not be at the top of everyone's to-do list. However, the [Association of Alberta Registry Agents](#) (AARA) wants to remind Albertans that there is an easy option for paying traffic fines by simply going online to [e-registry.ca](#).

A new tongue-and-cheek marketing campaign recently launched by AARA hopes to make traffic fine payments a little easier to swallow for Albertans, while reinforcing the numerous other online options available to them they may not have previously known about.

"The reality is that most people don't like having to pay traffic fines in general, and they really don't like having to make a trip to a courthouse or registry office to pay their traffic fines," said **Craig Couillard, President Elect, Association of Alberta Registry Agents**. "It may not be fun to pay fines, but we wanted to have some fun telling Albertans about their options to pay those fines."

The campaign features vanity license plates such as "[UR2FAST](#)", "[UOCASH](#)", "[LEADFT](#)" and "[EZ2PAY](#)" to highlight the option for people to pay their traffic fines online. Each vanity plate URL in the advertisements redirects to the [e-registry.ca](#) website where people can learn more about their payment options.



AARA says most people pay their traffic fines when it's time to renew their vehicle registration. For some people, this can mean having to pay a larger, one-time amount that takes its toll on their bank balance. This is because fines become overdue and then additional penalties are added to the original amount. However, with [e-registry.ca](#), traffic offenders can quickly take care of their fines as they receive their tickets to avoid one large payment.

The [e-registry.ca](#) service also enables Albertans to conveniently accomplish the following:

- renew their vehicle registration
- set up alerts and reminders for important renewal dates

"There is a surprising amount of people across the province driving without a registered vehicle or valid driver's license. It's not intentional, and many people don't even know they are driving illegally," says **Couillard**. "They simply don't know because they've missed seeing that notification that comes in the mail. This online reminder service is perfect for anyone in Alberta who relies on technology or their mobile devices for important reminders and to keep on track with specific annual tasks."

"I have used the online fine payment service several times, and I have found it a convenient way to pay," said e-registry.ca user **Erin M.** "I work full time, and I don't have the time to go downtown to pay at the courthouse. The online payment takes just a few minutes, you get a hard copy receipt immediately, and the payments can be made at a time that works for you."

The [e-registry.ca](#) website has been available to Albertans since 2001, however independent registry agents across Alberta noticed many Albertans weren't aware of the website and the many conveniences it offers.

AARA hopes this campaign will increase awareness and encourage more Albertans to take advantage of their e-commerce options, which will reduce stress on courthouse resources while still supporting the small businesses registry agents across Alberta.

The campaign features billboard ads, bus ads, radio spots, digital ads and interactive marketing to highlight the e-registry.ca website and its features, and the advertisements can be currently seen in most major markets in Alberta.

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ABOUT ASSOCIATION OF ALBERTA REGISTRY AGENTS

The Association of Alberta Registry Agents is an industry-based, not-for-profit society incorporated in Alberta to represent the interests of independent registry agents. It focuses on strengthening the partnership with the Government of Alberta, providing training for registry agents and being the point of contact for those interested in the registry agent network.

ABOUT ALBERTA'S ONLINE FINE PAYMENT SERVICE

Alberta's Online Fine Payment Service was jointly developed by the Alberta Government, Alberta Justice and the Association of Alberta Registry Agents. With the success of the Online Vehicle Renewal Service, other government ministries are looking to the AARA to provide a similar channel for their services. We have introduced this alternate method for Albertans to make fine payments, available online at your convenience. Albertans now benefit from one more way to access government services in a convenient, quick, and secure manner.

MEDIA CONTACT

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