



# *Streetcar* **356** *Rehabilitation Project*



## *Funding Opportunities*

[heritagewinnipeg.com/streetcar-356](http://heritagewinnipeg.com/streetcar-356)

**1909**

Streetcar 365 was officially on the rails!  
It was one of four unique wooden street cars built at Winnipeg's Fort Rouge Garage.

Winnipeg's streetcar service comes to an end and 365 was officially retired. It was later sold for \$100 after being emptied.

**1955**



**1980**

Streetcar 356 was rescued by Old Market Square Association after being left outside since it was decommissioned. It was then acquired by Heritage Winnipeg with the hopes of restoring a part of our city's history.

It is the last known remaining streetcar in Winnipeg and is currently stored at the Winnipeg Railway Museum as it undergoes restoration.

**2024**

# Why Support Streetcar 356?



The Streetcar 356 Rehabilitation Project is a great opportunity to:

- Increase brand awareness with your target audience
- Create a positive perception of your brand by the community
- Build meaningful relationships with stakeholders
- Engage with customers that share your values

## Social Media & Communications

From the six o'clock news to the Saturday newspaper, Streetcar 356 is everywhere! Our dedicated web page and Facebook group, Restoration of Streetcar 356, follow the rehabilitation progress while attracting enthusiasts from far and wide. Promoted across all of Heritage Winnipeg's online platforms, we love welcoming the public to visit Streetcar 356 during Railway Days and Doors Open Winnipeg.



Over 5,000 followers  
@HeritageWinnipeg



Over 5,800 followers  
@HeritageWPG



Over 4,000 followers  
@heritagewpg



Over 670+ subscribers and  
285+ articles  
[heritagewinnipeg.com/blog](http://heritagewinnipeg.com/blog)

### Cheering up 'the sad beast'

Heritage advocates dream of restoring city's last remaining wooden streetcar

By [Name] and [Name], with  
photos by [Name] and [Name].  
The last of the wooden streetcars  
in Winnipeg is the subject of a  
new book by [Name].



The last of the wooden streetcars  
in Winnipeg is the subject of a  
new book by [Name]. The book  
tells the story of the streetcar  
and the people who have  
worked to keep it alive. It is  
a must-read for anyone who  
loves Winnipeg's history.



# Thanks to all our Supporters!

## FERRO EQUINOLOGY FUND



## BARRY BIGLOW

### Thanks to the Trolley

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**The home owner can say:**

“My property is more valuable than it otherwise would be because of the car lines which run near it.”

**The business and professional man can say:**

“My business is more prosperous because of the four million dollar payroll of the Winnipeg Electric Railway Company.”

**The retail merchant and theatre manager can say:**

“I am able to do more business because the street railway carries my customers cheaply from their homes to my store, or house.”

**The wage earner can say:**

“I am able to live in the pretty suburbs and bring up my family amid healthful surroundings because the street car gives me quick access to my employment three miles away.”

### Use the Street Car!

FOR

**Safety  
Reliability  
Speed  
Economy**

The average fare  
in Winnipeg is 5.86 cents

The average fare  
in all cities over 25,000 is 8.29 cents

### Use the Street Car!

WINNIPEG ELECTRIC COMPANY

“Your Guarantee of Good Service”

If it wasn't for  
the street car,  
We'd have to  
live in town,  
But we live out  
in the suburbs,  
And travel up  
and down.  
We're always  
sure of service,  
The whole  
year through,  
If it wasn't for  
the street car,  
I don't know  
what we'd do.

-Bob Leslie

# Community Support Opportunities

**THE REHABILITATION PROJECT WOULD NOT BE POSSIBLE WITHOUT YOUR SUPPORT!**

Be a part of a community with the goal of restoring a piece of Winnipeg's heritage and preserving our city's history. For more information regarding how you can support this wonderful endeavour, whether through purchasing *Winnipeg: Public Transit Through the Years* or commemorative merchandise, or even actively joining us by volunteering, visit our website:

**[HTTPS://HERITAGEWINNIPEG.COM/STREETCAR-356/](https://heritagewinnipeg.com/streetcar-356/)**



Winnipeg

Public Transit Through the Years

Le transport en commun à WINNIPEG au fil des ans

A Historic Colouring Book Adventure By Heritage Winnipeg And Artist Robert Sweeney  
Une aventure dans le temps sous forme de livre à colorier par Heritage Winnipeg et Robert Sweeney (artiste)



**FOR MORE INFORMATION ABOUT ABOUT  
THE STREETCAR REHABILITATION  
PROJECT PLEASE CONTACT:**

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