

NEWS RELEASE

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Contact: Linda McMinimy, Executive Director

Phone: 804-643-1166 OR mcminimy_associates@cavtel.net

GRTC WINS MARKETING AWARD FOR TRIP PLANNER

Alexandria --- The Virginia Transit Association (VTA) has chosen the GRTC Transit System as the recipient of the **2006 Outstanding Public Transportation Marketing Award** for the City's *Trip Planner* Marketing Campaign. The feature was launched on the GRTC website in 2005 to allow riders to easily plan trips. The new feature was promoted through creative television, radio, and print advertisements. As a result, visits to the GRTC website increased by 43.86% and ridership increased by 7%.

The Hon. Christopher Zimmerman, VTA President and Chairman of the Arlington County Board, presented the award during the VTA's annual meeting, held May 10-12 in Alexandria at the Radisson Hotel Old Town . The Virginia Transit Association presents awards each year to recognize exceptional transit programs that advance and expand public transportation in the Commonwealth.

The Virginia Transit Association is a professional association of public transportation systems and related transit businesses, based in Richmond.

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