

NEWS RELEASE

gohrt.com



3400 Victoria Blvd. Hampton, VA 23661
Ph: (757) 222-6000 Fx: (757) 222-6195

FOR IMMEDIATE RELEASE
July 2, 2009

Contact: Tom Holden, Public Affairs Manager
Office: 757-222-6183; Cell: 757-676-2616

Runs Friday through End of July **“Love Life in the Loop”**

NORFOLK, Va. – Sometimes it really pays to take transit.

Starting July 3rd, passengers boarding The Loop shuttle in downtown Portsmouth can receive free tokens for discounts at participating Olde Towne restaurants, museums and gift shops.

The promotion, called “Love Life in the Loop”, is intended to spur ridership by promoting the new routes that extend into neighborhoods not previously served by the Portsmouth shuttle. The tokens, about the size of a half dollar, will be available on board the two circulating shuttles. It will last through the end of the month.

Loop routes include stops on High, Crawford and Water Streets downtown. In mid-June, Loop service was extended to the Food Lion on London Boulevard and into the Park View and Westbury neighborhoods.

Boaters docked at the downtown marina can also use The Loop for grocery shopping while residents can ride it to restaurants in Olde Towne or to catch the HRT Paddlewheel Ferry to Norfolk.

To kick off the new campaign and to help celebrate the holiday, patrons may board The Loop shuttle for free all day on July 4th.

For more information about HRT’s services, visit www.gohrt.com

###