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**-NEWS RELEASE-**

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**FOR IMMEDIATE RELEASE**

**VIRGINIA TRANSIT ASSOCIATION AWARDS JAUNT, INC. WITH OUTSTANDING PUBLIC  
TRANSPORTATION MARKETING AWARD**

**Richmond, Virginia:** The Virginia Transit Association (VTA) is pleased to announce that it has selected JAUNT Inc. of Charlottesville as the recipient of the 2009 Outstanding Public Transportation Marketing Award at its award luncheon held in Fredericksburg, Virginia on June 9 for its "Ride with a Star!" campaign. This honor is awarded annually, recognizing transit systems which have implemented unique and innovative marketing campaigns that promote transit and advance outreach to riders.

JAUNT Inc. effectively launched a major advertising campaign which utilized its new logo and tag line "*Ride with a Star!*" in order to attract a new and diverse ridership.

JAUNT Inc. is a regional transportation system providing service to the citizens of Albemarle, Buckingham, Charlottesville, Fluvanna, Louisa, and Nelson counties. A sixty-four vehicle fleet carries the general public, agency clients, senior citizens and people with disabilities throughout Central Virginia. Organized in 1975, JAUNT maintains an exemplary record of safety, cost efficiency, and high quality service, and is recognized both statewide and nationally for its performance record.

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