

-NEWS RELEASE-

Contact: Patricia Villa
Telephone: 804.643.1166
E-mail: pvilla@mcm1.net
Date: June 13, 2011

FOR IMMEDIATE RELEASE

**VIRGINIA TRANSIT ASSOCIATION RECOGNIZES ARLINGTON TRANSIT (ART) WITH
MARKETING AWARD**

Richmond, Virginia: The Virginia Transit Association (VTA) announced that it has selected Arlington Transit (ART) as the recipient of the “Outstanding Public Transportation Marketing Award” at its awards luncheon held in Portsmouth, Virginia on June 9, for their “Car-Free Diet” campaign. This honor is awarded annually, recognizing transit systems which have implemented a significant or exceptional marketing campaign that improves public transportation.

Arlington’s Car-Free Diet is a lifestyle that encourages people who drive alone to try going car free or car light by exploring alternative transportation options such as riding Arlington Transit—ART, Metrobus or Metrorail, biking, bike sharing, walking, carpooling, vanpooling, car sharing and teleworking—so they can save money, improve their health and clean up the environment. The campaign is promoted through brochures; web site; posters; social media such as Facebook, Twitter and a blog; Street Team events; retail partnerships and a 30-day Skeptics Challenge. Recent research indicates that one-third of Arlington County residents are aware of the Car-Free Diet campaign. For those who are aware of the campaign, 41 percent said they have changed their transportation behaviors, and 28 percent say they would not have changed without having been aware of the campaign.

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