

**-NEWS RELEASE-**

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**FOR IMMEDIATE RELEASE**

**VIRGINIA TRANSIT ASSOCIATION RECOGNIZES GLTC WITH MARKETING AWARD**

**Richmond, Virginia:** The Virginia Transit Association (VTA) has awarded Greater Lynchburg Transit Company (GLTC) with an Honorable Mention in the “Outstanding Public Transportation Marketing Award” at its awards luncheon held in Portsmouth, Virginia on June 9, for their “Go Green! Ride Blue! With GLTC” campaign. This honor is awarded annually, recognizing transit systems which have implemented a significant or exceptional marketing campaign that improves public transportation.

In FY10, GLTC adopted the 'Go Green! Ride Blue! With GLTC’ slogan for all marketing efforts. GLTC was able to establish a relationship with Lynchburg College (LC) by offering the Universal Access Pass Program. The program began on a trial basis in fall 2010. The promotion was successful and the contract was extended through May, 2011. Ridership for the college is over 1,000 students per month.

Additionally, GLTC partnered with downtown businesses for the 2nd Annual Get Downtown Festival. The event encouraged all area students to shop and dine downtown. GLTC provided transportation for Lynchburg College, Liberty University, Randolph College, Sweet Briar College, Virginia University of Lynchburg and Central Virginia Community College. Over 10,000 people were in attendance.

GLTC continues its “Going Green” marketing efforts by participating in events such as Dump the Pump, The Green Spring Expo, Bikes on Buses, Try Transit Week, The Get Downtown Festival and the Virginia Ten Miler's Green initiative.

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