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-NEWS RELEASE-

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FOR IMMEDIATE RELEASE

**VIRGINIA TRANSIT ASSOCIATION RECOGNIZES
HAMPTON ROADS TRANSIT WITH AWARD**

Richmond, Virginia: The Virginia Transit Association (VTA) announced that it has selected Hampton Roads Transit as the recipient of the “Outstanding Program Award for a Large System” at its awards luncheon held in Portsmouth, Virginia on June 9, for their “Light Rail Safety Starts With You!” program. This honor is awarded annually, recognizing transit systems which have implemented a significant, exceptional or innovative program that improves public transportation or the services or processes of the transit system.

The campaign, which launched in August 2010, has been designed to educate the public on how to safely interact with The Tide, Virginia’s first light rail system, set to open later this year. It consists of a myriad of strategies, but a major component of the campaign includes outreach to places of employment; civic leagues; and elementary, middle and high schools in Norfolk. Brochures, posters, videos, activity books and other giveaways have helped drive home the message.

The Light Rail Safety Starts with You! campaign also has a strong web and television presence using two edgy public service announcements. Through this program, HRT has been able to reduce motorist and pedestrian confusion about how to interact safely with The Tide and influence motorist and pedestrian behavior to prevent accidents and collisions. For more information about the Light Rail Safety Starts with You! program, contact Brian Smith at 757-222-6000.

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