

-NEWS RELEASE-

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Date: June 13, 2011

FOR IMMEDIATE RELEASE

VIRGINIA TRANSIT ASSOCIATION RECOGNIZES VRE WITH MARKETING AWARD

Richmond, Virginia: The Virginia Transit Association (VTA) has awarded the Virginia Railway Express (VRE) with an Honorable Mention in the “Outstanding Public Transportation Marketing Award” at its awards luncheon held in Portsmouth, Virginia on June 9, for their “Security is No Accident” campaign. This honor is awarded annually, recognizing transit systems which have implemented a significant or exceptional marketing campaign that improves public transportation.

The “Security is No Accident” program was funded through a Homeland Security grant and consists of a series of posters at the stations and on the trains, a luggage tag, a die-cut bookmark used as a seat drop and cling decals for the windows inside the trains. The campaign began in the fall of 2010 and is still being used today. The message is simple and clear, “If you see suspicious objects or behavior, at the station or in the parking lots, call 911. If you’re on the train, inform the conductor immediately.”

Although there is no correlation between this campaign and ridership, ridership has increased 7.5 percent over the same time period last year. The unmistakable results of the campaign are that passengers have increased the use of luggage tags to identify their carry-on items and they are actively reporting any suspicious activity to the conductors or calling 911.

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