



## For Immediate Release

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## **GRTC Transit System Takes Top International Marketing Effectiveness Award - 2009 Summit MEA**

Richmond, VA (September 1, 2009) – GRTC Transit System is a winner in the 2009 Summit Marketing Effectiveness Award competition for their Marketing Department's work with the "Team RideFinders" campaign for the GRTC RideFinders division.

John M. Lewis, Jr., CEO, congratulated the GRTC Marketing Department on winning the 2009 Summit MEA award. Lewis noted that this department acts as an in-house agency, producing all marketing and advertising in all media for the entire GRTC Transit System.

Kathy Shaw Clary, Director of Marketing and Public Relations, said, "Being an in-house agency has allowed our marketing team to bring an immediacy to our campaigns and projects. We identify what needs to be done and are able to act quickly to bring it to life."

"Distinguishing between creativity and effectiveness can be a difficult task. That makes winning a Summit MEA a significant achievement," said Jocelyn Luciano, Executive Director for the Summit Awards. "The combination of experienced judges and our tough criteria ensures that only deserving submissions receive recognition." During the 2009 event, judges analyzed submissions and selected only 18% of the 504 entries from around the globe to achieve finalist status.

The Summit International Awards organization is devoted to furthering excellence in the communications industry. Throughout its fourteen-year history, the organization has established itself as one of the premier arbiters of communication excellence. Companies and individuals from more than 50 countries across five continents participate annually in its awards programs.

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GRTC Transit System is the primary mass transit carrier in the Richmond region. GRTC is a non-profit public service corporation that was created by the City of Richmond and incorporated on April 12, 1973. GRTC operates an active fleet made up of 176 transit vehicles, 60 CARE vans and 21 C-VAN vans. The geographic region GRTC operates in consists of 41 routes and over 9 million passenger rides. RideFinders, the ride share component of the transit system, provides assistance to 869 car pools and 39 van pools.