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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**WILLIAMSBURG VISITORS SHUTTLE CLAIMS
VIRGINIA TRANSIT ASSOCIATION'S INNOVATION AWARD**

(Richmond, VA) -- The Williamsburg Visitors Shuttle has received the 1998 Innovative Program Award from the Virginia Transit Association. The association, which represents transit properties throughout the state, annually recognizes significant, innovative activities that improve the organization, management or services of one of its member agencies.

The Williamsburg Visitors Shuttle represents a partnership among James City County Transit, Peninsula Transportation District Commission and Tidewater Transportation District Commission. An initial planning committee included additional partners from the public and private sectors. Officials from the three transit systems emphasize the partnership that led to the success of this service, saying, "We have completed our second season doubling ridership and meeting our objectives of decreasing congestion along Route 60, decreasing parking in downtown Williamsburg and enhancing the visitor's experience."

James City County Transit, Peninsula Transportation District Commission and Tidewater Transportation District Commission will be honored at the Virginia Transit Association (VTA) Award's Luncheon on November 13 in Lynchburg. The association also will honor Fairfax County Supervisor Dana Kaufman, the Outstanding Public Official Award recipient. The Outstanding Public Transportation System Achievement Award for an Urbanized Area was awarded to the Greater Richmond Transit Company, and the Outstanding Public Transportation System Achievement Award for a Non-urbanized Area went to JAUNT, Inc. of Charlottesville.

The VTA has 26 transit property members and 28 associate members. Founded in 1977, VTA provides public education and legislative advocacy to support public transportation systems throughout the state.

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VTA is a trade association based in Richmond, VA representing transit agencies of all sizes throughout Virginia and businesses that support public transportation. VTA's members provide a wide range of services to the communities in which they operate. www.vatransit.com