

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Summer Youth Pass Provides Three Months of Unlimited Bus Rides

ANTIOCH, CA, May 1, 2008 – To give kids the independence and ability to have a constructive, safe and fun summer, Tri Delta Transit will be offering a very unique, unlimited-ride Summer Youth Pass to kids age 17 and under. The Summer Youth Pass, which is available now for \$45, allows kids to ride all Tri Delta Transit fixed route buses as often as they want from June 1 through August 31. “It’s the most economical pass we’ve ever offered,” said Director of Marketing Mike Furnary. “The Summer Youth Pass provides three full months of rides for about the price of one traditional monthly pass. But more importantly, by providing kids with the ability to get to our community’s many entertainment and educational outlets—as well as summer employment—we hope this will have a positive impact on our community.”

What’s so unique about Tri Delta Transit’s pass, however, is its design. The pass is a colorful, silicone wristband, the kind that have become very popular with kids and adults. “We made the pass a wristband for two reasons,” said Furnary. “First, we wanted it to be something that would be fun to have and to wear. Second, we didn’t want parents worrying about their kids losing them. Once these passes are on kids’ wrists, they stay in place.” Traditional paper youth passes often get misplaced or run through the washing machine. When this happens, parents are out their purchase price and have to buy another one. “This pass is durable and totally waterproof so kids can shower and swim with them on and they’ll stay in place until they are physically removed.”

Tri Delta Transit's Summer Youth Passes give kids a certain independence allowing them to get where they want to go without having to rely on their parents for a ride. "We call it the cure for summertime boredom," said Furnary. "Not only will it take them to places they want to go but it will also provide them with discounts at restaurants and local hot spots, like the Antioch Water Park where kids who ride the bus receive a \$2 discount on admission." However, it would appear that another huge benefit of the pass goes to parents who won't have to constantly drive their kids everywhere this summer.

Summer Youth Passes can be purchased from Tri Delta Transit over the phone at 925-754-6622, online at www.TriDeltaTransit.com, or in person at their administrative offices located at 801 Wilbur Avenue in Antioch. Order forms are also available on all Tri Delta Transit buses.

Tri Delta Transit provides over 2,500,000 trips each year to a population of nearly 250,000 residents in the 225 square miles of Eastern Contra Costa County. Tri Delta Transit operates 15 local bus routes Monday – Friday, 3 local bus routes on weekends, express commuter service to Martinez, Livermore, Dublin and Pleasanton, door-to-door bus service for senior citizens and people with disabilities, a 49ers luxury shuttle to every home game and numerous free shuttle services for community events.

For additional information about Tri Delta Transit, please visit www.trideltatransit.com.

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