



## NEWS RELEASE

*For Immediate Release*

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### **BATA Brings Back Free Shuttle Service for Traverse City Film Festival**

*Last year's shuttle service seen as invaluable addition to annual event*

TRAVERSE CITY, Mich. — For the second year, BATA will offer free transportation during the Traverse City Film Festival (TCFF), July 31-August 4, 2013. Over the course of the five-day event, specially marked shuttle buses will provide service every 10-15 minutes to downtown Traverse City from three park-and-ride locations: the NMC Dogwood and Elm lots on the east side, and the Thirlby Field lot on the west side. Riders will be picked up from these locations and dropped off around the Festival Loop.

The shuttles stop at each movie venue, the free festival parking lots, the Larry C. Harding Parking Deck, and the Old Town Parking Deck downtown. Service will run Wednesday through Sunday, from 8:00 a.m. until the last filmgoers and volunteers are returned to their cars each night.

"Last year's shuttle was a great success," says BATA Business Development Director, Carrie Thompson. "We transported nearly 8,000 riders, and we expect even more riders this year, just as our 2013 National Cherry Festival shuttle numbers surpassed those of 2012."

The free BATA shuttle program was introduced in 2012, with the cooperation of TCFF, to not only help reduce downtown traffic congestion but reduce TCFF's carbon footprint. It also provides transportation for event volunteers who frequently travel between venues during the festival.

For details and maps, visit [bata.net/tcffshuttle](http://bata.net/tcffshuttle).

#### **About BATA**

With over 120 employees, BATA provides more than half a million annual rides to residents and visitors in Leelanau and Grand Traverse counties. After an extensive study, the organization launched major service and route improvements in May 2013. These enhancements, including "Loop" (fixed routes) and "Link" (zone) services, were designed to better meet residents' daily transportation needs. Visit [bata.net](http://bata.net) or call 231.941.2324 for more information.

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**Attached:** Marked TCFF Shuttle Bus, JPEG file

**CONTINUED, NEXT PAGE: 15-second PSA script**



## **:15 Public Service Announcement**

*For Immediate Release, through August 4*

### **BATA PROVIDES FREE SHUTTLES DURING TRAVERSE CITY FILM FESTIVAL, JULY 31-AUGUST 4**

*"The best way to and from the film fest this year is on a free BATA shuttle. Catch one July 31 to August 4 every 10-15 minutes along the Festival Loop. Shuttles run all day, from 8 a.m. till venues close. For details, visit [bata-dot-net-slash-tcffshuttle](http://bata-dot-net-slash-tcffshuttle)."*