



NEWS RELEASE

For Immediate Release

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Free BATA Loop bus rides on June 5

Try Transit Day planned in conjunction with *Smart Commute Week*

TRAVERSE CITY — As part of the *10th Annual Smart Commute Week*, Bay Area Transportation Authority (BATA) will provide free bus rides from 6:00 a.m. until 10:20 p.m. on Wednesday, June 5. (Free bus rides will be available on Loop routes only.)

BATA will also be serving its annual free breakfast at their Hall Street Transfer Station from 7:00 to 9:00 a.m. on June 5. Breakfast will feature food from the Roaming Harvest food truck as well as coffee. Public is welcome.

"The response to our new Loop and Link system has been very positive," said Carrie Thompson, BATA Business Development Director. "On *Try Transit Day*, we want people to experience the expanded convenience our buses now provide, and to consider the bus for their daily commute.

"People in the Grand Traverse area drive nearly twice as much as the national average. Taking the bus is a great way for them to cut commuting costs, reduce stress, and lighten their carbon footprint."

BATA is a long-time participant in *Smart Commute Week*, an annual event organized by Traverse Area Recreation and Transportation (TART) Trails. The purpose of the week is threefold: to encouraging new smart commuters, to gather and celebrate the community's veteran smart commuters, and to highlight new infrastructure improvements that provide safe, connected, and accessible transportation opportunities.

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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. For more information on BATA or these programs, visit their newly redesigned website at bata.net or call (231) 941-2324.