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FOR IMMEDIATE RELEASE

Media Contact:
Carole Dowling
(585) 654-0730
Cell (585) 733-0346

The 'RTS Holiday Express' will Carry Shoppers to Area Malls
New seasonal promotion includes a social media *contest and giveaways



The Rochester Genesee Regional Transportation Authority (RGRTA) will launch the RTS Holiday Express bus service on Monday, Nov 25. The service will run through Jan. 5, 2014.

The daily service departs hourly from locations on Main Street or Hudson Avenue. Riders can travel non-stop to three great shopping destinations: The Mall at Greece Ridge, Marketplace Mall and the Walmart Supercenter on Hudson Avenue. Route and schedule information will be available at www.rgrta.com/holidayexpress.

RGRTA CEO Bill Carpenter said, "The Holiday Express bus was such a hit last year we wanted to bring it back again. We are delighted to offer our customers an easy way to get to popular shopping destinations for just one dollar—without having to worry about road conditions or where to park."

New this year, the public is invited to capture themselves in a holiday pose with the Holiday Express and post it online at RGRTA's [website](http://www.rgrta.com), www.rgrta.com, or by using the hashtag **#RTSHolidayExpress** on Twitter or Instagram. The photo with the most votes will win a \$100 gift card to The Mall at Greece Ridge.

RGRTA CEO Bill Carpenter and other "special helpers" will be on board one of the wrapped buses on Black Friday to pass out Holiday Express goodie bags to riders. All are invited to join them. The Holiday Express bus departs at 10:45 a.m. on Friday, Nov. 29, from East Main Street

and Clinton Avenue to The Mall at Greece Ridge. Goodie bags will contain schedule information and a free bus pass. Bags will also be distributed to Mall shoppers.

Be on the lookout for a wrapped Holiday Express as it rolls through the city during the promotion. For schedules and more information, visit www.rgrta.com/holidayexpress, or call (585) 288-1700. Visit them on [Facebook](#) or Twitter—keyword: RGRTA.

****Contest rules:** Submit your photo online at www.rgrta.com/HolidayExpress or tweet/instagram your photo to #RTSHolidayExpress. The photo with the most votes wins! Contest ends January 2, 2014 at 5pm EST. The winner will be announced online at www.rgrta.com/HolidayExpress on January 6, 2014. Open to legal residents of Monroe County, age 18 or older at the time of entry. No purchase necessary to enter or win. Void where prohibited by law. To learn more and for official rules, visit www.rgrta.com/HolidayExpress.*

About RGRTA:

Rochester Genesee Regional Transportation Authority provides public bus transportation in Monroe, Genesee, Livingston, Orleans, Seneca, Wayne and Wyoming counties. Recognized as one of the best-run transit systems in the nation, our 800+ employees proudly enjoy serving our customers who count on us for 18 million rides each year. A public benefit entity and one of four regional transportation authorities in New York state, RGRTA is governed by 13 appointed commissioners who represent the City of Rochester, Monroe County and the surrounding counties in which RGRTA provides services. For more information, visit rgrta.com.

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