June 15, 2007

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FOR IMMEDIATE RELEASE

It's time to "Dump the Pump" next Thursday (June 21)

BOISE – With environmental concerns and rising gasoline prices on the minds of many, Valley Regional Transit (VRT) announced today that it would join with other public transportation systems nationwide to participate in the Second Annual National Dump the Pump Day on June 21.

Sponsored by the American Public Transportation Association (APTA), the 2007 National Dump the Pump Day is a day that encourages people to ride public transportation to help improve the environment and to conserve gasoline. Dozens of transit systems across the nation are planning events in conjunction with Dump the Pump.

VRT will help mark the day by celebrating its newest bus service – a commuter route that serves Caldwell, Middleton, Star, Eagle and Boise. **The dedication event is scheduled for 10:30 a.m. Thursday (June 21) at the Park & Ride lot located on Riverside Drive in Eagle.** That lot is one of the pickup points for the new Route 44 Express.

"Public transportation plays a vital role in improving our environment," said Kelli Fairless, VRT Executive Director. "On June 21, people can make a difference by riding public transportation and encouraging their friends and family to do so, too."

U.S. public transportation systems help to create a healthier environment by reducing smog-producing pollutants and greenhouse gases. Public transportation produces nearly 50 percent less carbon dioxide (CO_2) and nitrogen oxide (NO_x), per passenger mile, than private vehicles.

At a time when the price of gasoline has stayed above $3 a gallon, switching to public transportation can also save you money.

The new Route 44 Express marks the first time in more than three years that the fast-growing cities of Middleton, Star and Eagle have had bus transit service. There will be no charge to ride the Route 44 bus until July 2.

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Valley Regional Transit is the regional public transportation authority for Ada and Canyon counties. VRT owns and operates the fixed-line bus service in Boise and Garden City and contracts with First Transit to provide fixed-line service in Nampa and Caldwell and intercounty service between Caldwell, Nampa, Meridian and Boise. First Transit will also operate the new Route 44 Express.

To learn more about the Route 44 Express, including fares and stop times and locations, visit www.valleyride.org or call the customer service RideLine at 345-RIDE (7433).

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Media Note: Several local elected officials are scheduled to speak at the June 21 celebration event. For more information, please contact Mark Carnopis (see contact information above).