



News Advisory

Blue Water Area Transportation Commission

2021 Lapeer Avenue Port Huron, MI 48060
810.987.7373 fax 810.987.2431 www.bwbus.com

FOR IMMEDIATE RELEASE

December 1, 2011

CONTACT: Jim Wilson, General Manager



Holiday Special!

Blue Water Area Transit Joins Facebook: Fans Win One Free Ride in December

PORT HURON, MI — Blue Water Area Transit is introducing its new Facebook business page by giving fans a coupon good for one free bus ride in December. To become a fan, click the “LIKE” button on the agency’s new Facebook page (<http://facebook.com/bluewaterbus>).

“Facebook gives us an exciting new way to communicate with the public,” says Jim Wilson, Blue Water Area Transit Commission general manager. “I know it’s not a good excuse, but everyone else *is* doing it.”

The transit agency’s new Facebook page invites fans to share their lifelong memories about riding the bus and their suggestions for ways to improve local bus service. In turn, the new page will feature updates about local transit programs, as well as national trends and resources.

“It makes sense for us to join Facebook,” adds Linda Bruckner, BWATC Board vice chair and Fort Gratiot Township trustee. “It’s where a lot of people go for news and answers to their questions.”

Facebook is the leading social networking site that gives users the opportunity to share ideas, activities, events, and interests within their individual networks. There are currently more than 800 million active users, including roughly 40 percent of the U.S. population. Launched in February 2004, the site was initially designed for Harvard students. Its membership expanded to include students at other universities and now includes people of all ages, living throughout the world.

— more —



Click the Facebook “Like” button at /bluewaterbus to become a fan of Blue Water Area Transit.

facebook

More than 800 million active users share ideas, activities, events, and interests with their Facebook networks.

BWATC continues a proud tradition of innovation in public transit that has served Port Huron for more than a century. Port Huron was one of the nation's first communities to operate an electrified transit system in the 1880s and one of the first to operate motor coaches when they became popular in the 1930s. Following an eight-year hiatus, the current bus service began in September 1976. Since then, BWATC has carried more than 22 million riders and continues the tradition of innovation by producing its own compressed natural gas alternative fuel since 1996.

#####



TRANSIT

Glo Justice Connects

Media Strategies for a Social Generation

NEWs MEDIA CONTENT SOLUTIONS

gj@glojusticeconnects.com 810.357.6817 glojusticeconnects.com

A service of Smith Justice Group 3560 Pine Grove Avenue #350 Port Huron MI 48060