



# 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

March 29, 2012

CONTACT:

Jim Wilson, General Manager:



***Kick The Driving Habit!***

**Saturday Shuttles by Blue Water Area Transit**

**Offer Eco-Smart Way to Earth Fair Celebration**

PORT HURON, MI — Blue Water Area Transit is sponsoring a new, eco-smart way to travel to this year's Earth Fair, which will take place April 27-28 at Goodells County Park. The agency will provide free Saturday shuttle service to the fair from downtown Port Huron.

Continual BWAT shuttle service will start at 10:00 a.m., leaving from the south parking lot of the Vantage Point Maritime Center. The last shuttle will leave at 4:00 p.m. from Goodells County Park. Shuttles will also stop at the Wadhams Dollar Store throughout the day.

"This is a great opportunity for someone who doesn't normally ride our buses to experience how clean and comfortable they are," says Jim Fisher, Blue Water Area Transportation Commission board chair. "Today's rising gas prices are also giving more of us reason to think about the advantages of riding the bus."

Everyone who rides the fair shuttle will receive an added incentive: an exclusive collector's button good for discounts at exhibitor booths and websites. The green button, which shows a truck covered by a red crossed-out circle, carries the message "I Kicked the Habit at Earth Fair."

The agency's shuttle service is in keeping with the spirit of this year's fair, which focuses on serving as a catalyst for ongoing education, action and change. The fair features a blend of companies, artisans, demonstrations, displays and entertainment designed to help visitors become better stewards of their environment.

“I can’t think of a more appropriate way to get to the Earth Fair — our compressed natural gas buses are one of the most eco-friendly ways to travel,” says Jim Wilson, BWATC general manager. “Using public transit is one of the best ways to reduce your carbon footprint. Our CNG buses further reduce that footprint by up to 95%.”

A two-person household that downsizes to one car can save an average of more than \$10,000 a year, according to the American Public Transportation Association. They also report that one person switching to public transit can reduce daily carbon emissions by more than 4,800 pounds in a year.

According to an APTA report released earlier this month, Americans took 10.4 billion trips on public transportation in 2011 — the second highest annual ridership since 1957. Ridership in 2008, when gas rose to more than \$4 a gallon, surpassed last year’s ridership.

**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 23 million riders and continues the tradition of innovation by producing its own compressed natural gas alternative fuel since 1996.

#####

## **RIDE BLUE: SAVE GREEN**



**Glo Justice Connects**

**Media Strategies for a Social Generation**

**NEWS MEDIA CONTENT SOLUTIONS**

[gj@gloriajustice.com](mailto:gj@gloriajustice.com) 810.357.6817 [glojusticeconnects.com](http://glojusticeconnects.com)

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

