



# 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

February 1, 2013

**CONTACT:** Jim Wilson, BWAT General Manager, 810.987.7373

[www.bwwave.com](http://www.bwwave.com)

### Blue Water Area Transit Launches

### Weekly Blog Titled Blue Water Wave

PORT HURON, MI — Blue Water Area Transit has launched a weekly blog, titled Blue Water Wave, which features local, national, and global transit news. The blog can be accessed online at [www.bwwave.com](http://www.bwwave.com).

"This new blog is designed to round out our digital communications program by coordinating with our website and social media sites," explains Jim Wilson, BWAT general manager.

A blog is an online discussion or informational site consisting of discrete entries ("posts") that are typically displayed in reverse chronological order, according to the free online encyclopedia called Wikipedia. The word "blog" represents a blending of "web" and "log."

Social media are the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

"I remember when tweeters went with woofers and twits were something else entirely," says Wilson, referring to the lingo of Twitter, a social media site where messages are "tweets" and the process of sending them is "tweeting."

Blue Water Area Transit 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, BWAT has carried more than 24 million riders and continues the tradition of innovation by producing its own compressed natural gas alternative fuel since 1996.

*"I remember  
when tweeters  
went with  
woofers...  
and twits were  
something else  
entirely..."*

— Jim Wilson,  
BWAT General Manager

(referring to the lingo of  
Twitter, a social media  
site where messages are  
"tweets" and the process of  
sending them is "tweeting.")

— more —

BWAT is now the largest producer of compressed natural gas and runs the largest fleet of alternative fuel buses in Michigan. CNG is a low-emission American-made alternative fuel that costs less and burns cleaner than either gasoline or diesel fuel.

#####

# SAVE GREEN RIDE BLUE

TRANSIT



**Glo Justice Connects** by Social Mission Media  
Smith Justice Group content provider



Contributing to Global Quality of Life One “Quarter Turn” at a Time  
**strategic social media content posts blogs websites news releases**

glo@smmedia.net 810.357.6817 fax 888.654.7118  
glojusticeconnects.com 3560 Pine Grove Avenue #350 Port Huron MI 48060 USA