



Media Advisory

Blue Water Area Transportation Commission

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**FOR IMMEDIATE
RELEASE**

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Advertise On This Bus!

Blue Water Area Transit Wins National Award

For Marketing Campaign with *Messages in Motion*

PORT HURON, MI — The American Public Transportation Association announced that the Blue Water Area Transportation Commission has won a first place prize in the 2011 Annual AdWheel Award competition for its “Ride til 3 am!” Bus Billboard in the “Print Media - Illustrated Vehicle category.”

Bus billboard advertising features large, colorful graphics on buses to create “rolling billboards” that can reach a monthly audience of 750,000.

APTA’s AdWheel Awards honor outstanding excellence in public transportation advertising, marketing, and communications.

“Recipients of this esteemed award represent creativity to the highest standards in public transportation marketing and communications,” says APTA President William Millar. “The AdWheel Award recognizes successful delivery of innovative and engaging public transit communications.”

This year’s competition received nearly 600 entries and winners were presented at a special ceremony on October 2 in New Orleans, LA, as part of APTA’s 2011 Annual Meeting and EXPO.

BWATC’s advertising campaign features ads that promote the “Green” benefits of riding the bus (saving money and conserving our environment) and transit services, including late-night weekend hours that run ‘til 3:00 a.m. Anyone can promote their business with Bus Billboards, available through Image Authentics (imageauthentics.com).



Staff from Image Authentics, Inc., apply the message “RIDE BLUE, GO GREEN” to a bus.

“We would like to see more paid advertisers,” says Jim Wilson, BWATC general manager. “It could be a good source of revenue for the transit system.”

BWATC’s marketing campaign was developed with Big Picture Studio, a local advertising firm that provides a full range of marketing and advertising services (bigpicstudio.com), as well as Image Authentics, a full service wrap shop (imageauthentics.com), and Jody Parmann, designer (jodyparmann.com).

APTA is a nonprofit international association of 1,500 public and private member organizations, engaged in the areas of bus, paratransit, light rail, commuter rail, subways, waterborne services, and intercity and high-speed rail. This includes: transit systems; planning, design, construction, and finance firms; product and service providers; academic institutions; and transit associations and state departments of transportation. More than 90 percent of the people using public transportation in the United States and Canada are served by APTA member systems.

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, BWAT has carried more than 22 million riders and continues the tradition of innovation by producing its own compressed natural gas alternative fuel since 1996.

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