



Media Advisory

Blue Water Area Transportation Commission

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Blue Water Area Transit Rolls Out “RIDE BLUE!”:

First Multi-media Marketing Campaign with Television Ads

PORT HURON, MI — “Ride Blue, Save Green,” is one message Blue Water Area Transit will emphasize this Fall in its first multi-media marketing campaign to include television advertising. The other is “Ride Blue, Go Green.”

“Our goal is to have more people take advantage of our public transportation system,” says Jim Fisher, Blue Water Area Transportation Commission Board chair and Port Huron City Council member. “The bus can be a good way for all residents to travel.”

The “Save Green” message highlights the significant savings enjoyed by public transportation riders. The “Go Green” message focuses on the environment.

According to the American Public Transportation Association, savings in both areas can be substantial. Households that use public transportation instead of a second car can annually save over \$9,000, while reducing carbon emissions by more than 4,800 pounds.

The campaign stresses BWAT’s use of compressed natural gas, which is an alternative fuel that reduces carbon emissions, saves money, and reduces our nation’s dependence on foreign oil.

“Using public transit is one of the best ways to reduce your carbon footprint and riding one of our CNG buses is a great way to improve local air quality,” explains Jim Wilson, BWAT general manager. The agency is the state’s largest producer of CNG and runs the largest fleet of alternative fuel buses in Michigan.

BWAT’s marketing campaign will include a series of television ads that will air locally via Comcast Cable, as well as radio ads and messages displayed on the outside of BWAT buses. The campaign was developed with Big Picture Studio, a local advertising firm that provides a full range of marketing and advertising services. Visit their website at: <http://www.bigpicstudio.com>.

— more —

BWAT 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 21 million riders and continues the tradition of innovation by producing its own compressed natural gas alternative fuel since 1996.

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PHOTO-left: Blue Water Area Transit bus with new “RIDE BLUE, SAVE GREEN” message waits for passengers to board at the Quay Street transfer point in downtown Port Huron.

PHOTOS-below: The new message “RIDE BLUE, GO GREEN” is in the process of being applied to a Blue Water Area Transit bus by staff from Image Authentics, Inc. (www.imageauthentics.com).



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