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***** For Immediate Release *****

NON-PROFIT INCENTIVE PROGRAM FOR FREE BUS TICKETS

SARTA offers “BOGO” to NPOs

Canton, Ohio – Asked about the needs of a homeless shelter, Amy Dornack, Housing Coordinator at the Family Living Center in Massillon said, “If I had a wish list it would be diapers and baby care items and SARTA single-ride bus passes. These passes help get people to work and to school so they can be self-sufficient.”ⁱ

It is clear that there are increasing needs in our community. To try to help non-profit organizations, SARTA is extending our “Buy One Get One Free” (BOGO) program. This concept was included in a contract with the Stark County Department of Jobs and Family Services (DJFS) approved by the SARTA Board last fall. SARTA is proposing to expand this to include any 501 (c)3, non-profit organization (NPO) or agency.

If a non-profit organization purchases a minimum of \$250 worth of tickets, SARTA will match the value of the order on a one-for-one basis up to \$2,000. If an agency purchases \$2,000 worth of tickets, SARTA would contribute an additional \$2,000 for a total package worth \$4,000. Any agency would be limited to one BOGO transaction per calendar year and would have to provide proof of their 501 (c)3, non-profit status if requested. There also would be an understanding that the tickets could not be resold.

“This offer will begin on February 15, 2010,” said Kirt Conrad, SARTA’s CEO. “With Stark County’s unemployment rate over 12%, we need to help people get to work, school, and medical appointments. We are obligated to help our community and non-profit agencies as much as possible.”

If your organization or agency would like more details on this incentive program, please contact Customer Service or see the SARTA website (www.SARTAonline.com) for information.

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Media outlets can find photos to use for articles at www.SARTAonline.com/press.

ⁱ From a story published in The Massillon Independent, January 7, 2010.