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

SARTA AND FISHERS FOODS OFFER FREEBIES STARTING TODAY

SARTA: 2-Weeks Free Rides On Community Coach Buses

FISHERS: Gives Riders \$2.00 Discount on Food

Canton, Ohio – January 4, 2010 Stark Area Regional Transit Authority is offering free Community Coach service for all riders from January 4th to January 16th. Schedules can be found online at www.SARTAonline.com/community_coach.html or by calling Customer Service for more information at 330-47-SARTA.

Community Coach is a shopping bus service that currently operates eleven times weekly to shopping centers and grocery stores from 30 senior apartment buildings all across Stark County, including Massillon, Canton, and Alliance. The cost of a Community Coach ride is normally \$1.50 roundtrip.

During this same period of January 4th-16th, Fisher Foods is offering SARTA riders a discount. “When customers present a same-day transfer as proof of a SARTA ride, they will get \$2 off on a \$20 food purchase,” said Lee Karelitz, the Assistant Office Manager of Fishers Foods. Transfers can be obtained upon request while exiting any SARTA bus. Additionally, Fisher Foods and SARTA’s new partnership will include Fisher’s selling selected SARTA tickets and passes at their customer service windows in early 2010 to make riding SARTA easier and more accessible.

This two week, free ride initiative is to spur ridership on these shopping routes. Areas not utilizing the service could be replaced by areas with new demand. “This is an effort to ensure adequate levels of ridership exist to all of the 30 current senior buildings and to investigate opportunities to serve more locations throughout Stark County,” said Kirt Conrad SARTA’s CEO.

In addition, a new transportation option is being offered. For just \$10 each way, a group between 6 and 10 individuals can schedule a trip anywhere in Stark County. The new group fare is for passengers being picked up and dropped off at the same locations with one member of the group being registered with SARTA’s Proline service. The Proline customer is responsible for collecting the fares and must be the one to schedule the outgoing and return trips.

See the SARTA website (www.SARTAonline.com) for possible updates or other details.

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