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

SARTA WILL BE PROVIDING FREE NEW YEAR'S EVE TRANSPORTATION
SARTA says "Don't Drink and Drive, Come Ride with Us" for FREE on 12/31/09

Canton, Ohio – December 28, 2009 In the spirit of the Holidays, Stark Area Regional Transit Authority will be providing free New Year's Eve transportation again this year. On December 31, 2009, (and into New Year's morning) all fixed route service will be free beginning after 6:00pm. Kirt Conrad, SARTA CEO says, "Every year, there are people in our community that drive impaired, and the result is tragic. This holiday season, if you drink, please don't drive. Instead, ride SARTA for free."

This free service is limited to fixed routes only. All regular routes will be in operation from 6pm to 9:45pm. There is no cost to use the buses during this time. At 9:45pm, the regular late-night buses begin running but there will be additional buses joining them at 10:30pm. There is no cost to use the buses during this time.

The **151 North Late Night Loop** will run until **2:50am**.

The **152 West Late Night Loop** will run until **2:55am**.

The **153 East Late Night Loop** will run until **2:55am**.

In addition, there will be a free New Year's Eve bus servicing Alliance and another traveling between the Belden Village area and Massillon. There is no cost to use the buses during this time.

The **Alliance bus** will run until **2:10am**.

The **Massillon/BV Area bus** will run until **2:25am**.

All buses after 9:45pm will have "flag stop service" which means you may flag the bus down by indicating that you need the bus to stop. This can be done anywhere along the bus route, provided it is in a safe area for the bus to stop and for you to board the bus.

SARTA's free ride program is supported by Anheuser-Busch's "Responsibility Matters" designated driver campaign and the Stark County Sheriff's Office. Captain Gary Shankle of the Stark County Sheriff's Office says, "The choice is yours. You can ride to jail, you can ride in an ambulance to the hospital, or you can make the smart choice and ride SARTA."

For extended hours, locations, and timetables call Customer Service (330-47-SARTA). Or, a printable copy of all timetables and route descriptions in one document can be found at www.sartaonline.com/routes.html.

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