

*** For Immediate Release ***

75 SENIORS GATHER AT SARTA, FISHERS FOODS, AULTMAN EVENT

**SARTA Announced 2-weeks Free Rides on Community Coach Buses,
Fishers Offers Riders \$2.00 Discount on Food, Aultman Discussed Wellness**

Canton, Ohio – December 30, 2009 While Fisher Foods provided a free continental breakfast at the Mayfield Manor December 29th in Canton, representatives from Stark Area Regional Transit Authority, Fishers Foods and Aultman Hospital's Wellness staff supplied transportation, health, and consumer discount information for 75 seniors from locations throughout Stark County.

During the program, Linda Brunk, RN Outreach Coordinator from the Aultman Wellness on Wheels (WOW) program, conducted free health screening tests and provided healthy tips for the New Year to the attendees. Many of those in attendance participated in the health screenings.

SARTA announced that Community Coach service will be free for all riders from January 4th-16th. 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,. Schedules can be found online at www.SARTAonline.com/community_coach.html or call Customer Service for more information at 330-47-SARTA. The cost of a Community Coach ride is \$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.

Another new transportation option outlined was a new group fare for passengers being picked up and dropped off at the same locations. For just \$10 each way, a group between 6 and 10 individuals can schedule a trip anywhere in Stark County. One member of the group must be registered with SARTA's Proline service and be responsible for collecting the fare. This individual must schedule the outgoing and return trips.

This two week, free ride initiative is to spur ridership on these shopping routes. "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. Areas not utilizing the service could be replaced by areas with new demand. If you have suggestions for additional buildings, areas, or neighborhoods, please contact SARTA's Planning Department.

Contact: James Warner
Phone: 330-47-SARTA (330-477-2782), ext. 513
Email: jwarner@sartaonline.com

###