

Stark Area Regional Transit Authority (SARTA)
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***** For Immediate Release *****

CAVALIERS' MASCOT, MOONDOG COMES TO CANTON SCHOOL ON SARTA BUS

November 11th at 2pm, Moondog Encourages Students at Taft Elementary School to Read

There will be a Moondog in Canton thanks to Stark Area Regional Transit Authority's new partnership with the Cleveland Cavaliers. SARTA has two fully wrapped Cleveland Cavalier-themed buses loose on the streets of Stark County while Moondog is on the loose at Cleveland Cavaliers home games.

Moondog, the team mascot is a natural ham of a dog. This rare mascot breed, that stands 6 feet tall and weighs 200 pounds, is a good-natured pup that gets along well with kids and Cavaliers basketball fans and does what he's been specially trained to do—to make the Cavaliers game experience fun and entertaining.

On the other paw, Moondog's temperament turns warm and fuzzy when it comes to working in the community. On non-game days, he can be found making school appearances and hospital visits with Cavaliers players. He loves kids and kids love him. Adults have a fond affection for Moondog, too, and even the most resistant break down into smiles and chuckles in spite of themselves when MD is around.

SARTA will be using one of the two newly wrapped Cleveland Cavalier-themed buses to transport Moondog to Taft Elementary School on 3829 Guilford Ave NW in Canton on November 11th at 2pm. There will be a photo opportunity with Moondog getting off the bus. Then, he'll speak at an all-school assembly about the benefits of reading and education.

Kirt Conrad, SARTA CEO said, "I'm thankful to the Cavs and Moondog for coming to Stark County and encouraging students to read, stay in school, and showing the value of education. I'm glad SARTA could be a part of this."

In the world of NBA mascots, Moondog is a top dog. He was selected by the NBA to represent the Eastern Conference at his second consecutive All-Star Game that was held in Denver in February. This repeat nod to his rookie All-Star appearance was a bone-a-fide honor that had tails wagging all over Cleveland. Moondog no doubt had the same effect on a national audience that he has on Cavaliers fans — they got attached quickly.

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Excerpts about Moondog taken from: http://www.nba.com/cavaliers/kids/moondog_050311.html

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