



For Immediate Release:

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Merced County Transit Tweets with Twitter

Merced, CA – Staying connected with Merced County Transit is now easier than ever before. On Monday, June 15, 2009, Merced County Transit will join the popular social networking site Twitter.

By registering at www.twitter.com, Merced residents, commuters, and visitors can become Merced County Transit “followers.” The free service lets users keep in touch through the exchange of quick, short notes known as tweets. Through Twitter, Merced County Transit followers will receive real-time updates on their cell phones and computers regarding route delays, service changes, and special announcements. Anyone interested in registering and following Merced County Transit on Twitter can visit www.twitter.com/mercedthebus.

“We’re always looking for ways to enhance the travel needs of Merced County Transit riders,” commented Director of Governmental Affairs, Katie Albertson. “The Twitter technology is an economical and efficient way to relay real-time messages to our customers.”

New media tools are gaining popularity among public transportation services, and Merced County Transit is getting on board. The Twitter account is among the many ways it is able to provide quality service to the Merced community.

Merced County Transit is a joint power authority composed of the cities of Atwater, Dos Palos, Guistine, Livingston, Los Banos, and Merced, as well as the County of Merced. The program is administered by the Merced County Department of Public Works-Transportation Division. For route and schedule information, call (209) 385-7600 or visit www.mercedthebus.com.

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