



For Immediate Release
May 9, 2008

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City's Transit Service Promotes Air Quality

Visalia, CA – On May 15 and 16, 2008, Visalia City Coach (VCC) will host its fifth annual Dare to Spare promotion. Dare to Spare promotes the use of alternative modes of transportation, supporting the improvement of Valley air quality. Dare to Spare builds community awareness of the many benefits of alternative travel.

Thursday, May 15, 2008 is Bike to Work Day, which encourages cycling and walking in conjunction with the public transit. Persons using a combination of bike and bus to complete their trip will receive free rides aboard VCC's fixed-route bus services. Participants will also be eligible to be entered into random drawings for great prizes.

Friday, May 16, 2008, is Try Transit Day, which offers a chance to try VCC's fixed-route bus service at no cost. Bring a friend and experience the savings and riding convenience of transit together

“Our goal is to provide convenient and affordable alternative transportation options to our community,” noted Monty Cox, City Transit Manager. “Yet our goal is much more than just encouraging riders to use public transportation; it’s teaching the community what it can do to help improve the local environment and air quality.”

Visalia City Coach provides daily service along nine routes in addition to its curb-to-curb paratransit services for seniors and persons with disabilities. The Towne Trolley, a Visalia favorite, provides weekday and Saturday service throughout downtown Visalia. With monthly passes starting at just \$30.00, Visalia City Coach is the most affordable way to get around town. For more information about VCC or the Dare to Spare promotion, call (559) 713-4950 or visit www.rideVCC.com.

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