



LAKE ERIE TRANSPORTATION COMMISSION

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PRESS RELEASE

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“FLOWER POWER” BUS WINS GOLD ADDY AWARD

Lake Erie Transit Hybrid Bus is Recognized with Top Honors

FOR IMMEDIATE RELEASE – MONROE, MI – March 8, 2010 – On Thursday, February 25, the Advertising Club of Toledo honored Lake Erie Transit (LET) with a Gold ADDY Award during their annual program held at the Stranahan Great Hall in Toledo, Ohio. The “Flower Power” hybrid full bus wrap design captured top honors in the Mass Transit, Exterior category.

The ADDY Awards are presented locally each year by the Advertising Club of Toledo. Awards submitted in a wide variety of categories are independently judged by a panel of three professional, out-of market experts in marketing, advertising and communications. More than 225 entries were received in this year’s competition. Awards capturing top honors, including the LET ADDY, progress to judging at the district level in Charleston, West Virginia.

“The eye-catching Flower Power bus design and educational community tours have proved to be a wonderful way to increase ecological awareness and promote our service throughout the community,” says Mark Jagodzinski, General Manager of Lake Erie Transit. “We are very proud of what the hybrid buses mean to our fleet and the environment. What a great way to make people smile in the process!”

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LET GARNERS TOP AWARDS – 2

Developed and executed locally by Sheroian Associates, Inc., the wrap design is unique and features color themes and imagery symbolic of ecological concerns. Galleries of the bus wrap and tour event photos can be viewed by logging onto www.lakeerietransit.com.

About Lake Erie Transit (LET)

Since 1980, Lake Erie Transit (LET) has served Monroe County, MI as a system for public transportation. LET operates a variety of services to meet the needs of 400,000 riders annually. In the city of Monroe, LET operates buses on eight fixed routes with 40-minute schedules. Frenchtown and Bedford townships feature door-to-door Dial-A-Ride services. For more information about fares or routes, please call 734-242-6766 or visit www.lakeerietransit.com.

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