



F O R I M M E D I A T E
R E L E A S E

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SUN TRAN EXPANDS BUS WRAP PROGRAM

TUCSON, AZ - Success of Sun Tran's community shuttle sponsorship program has prompted City of Tucson mayor and council representatives to approve the addition of ten more bus wraps. Expansion of advertising from five to fifteen bus wraps is expected to generate more than \$400,000 in revenue.

"We received multiple requests for advertising when we rolled out the program last year. I'm pleased that we can provide additional advertising opportunities to the business community," said Sun Tran General Manager George G. Caria.

Last year, the mayor and city council approved the bus wraps as part of a sponsorship program to offset operating costs of annual community event shuttles. The pilot program generated \$132,000, making it possible for passengers to enjoy convenient and affordable shuttle rides to events like Arizona Football home games, Davis Monthan Air Show, Colorado Rockies Spring Training games, and the Tucson Rodeo Parade.

Sun Tran will offer community event shuttle service again this fiscal year. The additional revenue from the bus wrap program was included in the FY '04 general fund budget to help offset the city's \$43 million budget shortfall.

KB Home, O'Rielly Chevrolet, Arizona Lottery, and Garrett's Supermarkets have the first right of refusal on their annual product-exclusive sponsorship contracts. Organizations interested in bus wrap advertising should contact Sun Tran Marketing Director Michele Dyer at 623-4301. The fifteen wrapped buses are expected to be sold and on the streets by the end of August.

Sun Tran, Tucson's public transportation agency, is operated by the city and managed by Professional Transit Management, Ltd. (PTM).