



## MEDIA RELEASE

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FURTHER INFORMATION:  
Eric Melcher  
eric.melcher@nashville.gov

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### **We Love Our Riders WeGo promotion** *Bus riders can win prizes in February*

**NASHVILLE** – During February, WeGo Public Transit is going to sweeten the ride. A street team is boarding buses and handing out chocolates. If that chocolate has a special sticker on the bottom, the rider wins a prize. Those prizes include dozens of gift cards from area businesses and one \$500 gift card from The Mall at Green Hills.

“We wanted to find a creative way to let our riders know how much we appreciate them,” stated Renuka Christoph, chief communications officer. “We appreciate the support and donations from community partners, which will certainly sweeten the ride for the lucky winners.”

“It came naturally for us to support the ‘We Love our Riders’ campaign’ said Norah Buikstra, general manager for The Mall at Green Hills. “I often choose to take the bus downtown as a convenient option that allows me to avoid traffic and parking. And many of our staff use the WeGo bus system for transportation to and from work.”

The “We Love Our Riders” promotion is underway now and will continue through February on WeGo fixed route bus service.



Pictured: WeGo bus rider Dayzhane Anderson of Nashville won a free hotel stay at the Holiday Inn Vanderbilt. The promotion continues through February.

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#### **About WeGo Public Transit**

The Nashville Metropolitan Transit Authority (Nashville MTA) and the Regional Transportation Authority of Middle Tennessee (RTA) are operating bodies of WeGo Public Transit, which serves 26 local bus routes, eight regional bus routes, and one train serving Davidson and Wilson Counties. Visit [WeGoTransit.com](https://www.wegotransit.com)



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