



MEDIA ADVISORY

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WeGo Public Transit gets creative with safety message

NASHVILLE – As part of its ongoing effort to get all riders to mask up, WeGo Public Transit is taking the federal mask mandate head on. A giant facemask has been created in house and is on display on a parked passenger van at WeGo Central bus station in downtown Nashville.

“Communicating COVID safety is a top priority at WeGo,” WeGo Marketing, Communications, and Sales Director Renuka Christoph said. “As we continue to utilize traditional communication channels for messaging, we hope that masking one of the vehicles in our fleet will garner some attention and help to keep everyone safe.”

The temporary installation is a visual reminder that masks continue to be required on all WeGo vehicles and in all WeGo facilities to help curb the spread of COVID-19. Painted on the front of the mask are the words “please mask up.”

“We prioritize the safety of everyone who utilizes our public transit system,” WeGo Senior Safety Program Manager Nicholas Oldham said. “All WeGo vehicles and facilities are being tested for COVID-19 on a rotating schedule to help mitigate the risk of communal COVID-19 infectious spread.”

The masked van is slated to remain in place for the duration of the mask requirement. In addition to requiring masks, WeGo continues to disinfect high touch point surfaces and follow stringent health and safety protocols.

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Editor's Note: To request this info in an alternative format, call 615-862-5950 for the ADA Coordinator.