

**FOR IMMEDIATE RELEASE**

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**13,057 PASSENGERS DUMPED THE PUMP WITH LEXTRAN**

Lexington, KY—On Thursday, June 17<sup>th</sup>, LexTran joined thousands of other public transportation systems across the nation by participating in national Dump the Pump Day. Free rides enticed many to take a ride on a LexTran bus, with passenger counts for the day reaching 13,057.

“Depending on whether or not school is in session, we transport between 7,500 and 10,000 passengers on a typical day,” stated Rocky Burke, LexTran General Manager. “I was extremely pleased to see the number of people that took advantage of the free fare day. I just hope some of the folks that tried the bus on Dump the Pump Day will continue riding with us.”

LexTran offered “Go Green & Dump the Pump” stickers to passengers and encouraged them to participate in a Facebook photo contest. The winner, Joseph Vargas, received a free monthly pass to encourage continued ridership.

National Dump the Pump Day is sponsored by the American Public Transportation Association (APTA) and began in 2006 when high gas prices forced many to re-evaluate their mode of transportation. The national day has continued, emphasizing awareness of the environmental and money-saving benefits of using public transportation.

For more information contact Jill Barnett, Director of Community Affairs, at 255-7756.