



October 9, 2008

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St. Cloud Metro Bus wins award for advertising campaign

SAN DIEGO –The American Public Transportation Association (APTA) recognized St. Cloud Metro Bus as an AdWheel **Grand Award** winner for its Sunday Service promotional campaign. The campaign was designed in collaboration with local advertising agency, Eyecon Graphics.

The AdWheel Awards recognize public transportation systems and APTA business members for excellence in advertising, communications, marketing, and promotion. Nearly 750 entries were submitted to the prestigious awards in the four categories of print, electronic, campaign, and special event. First place honors were awarded in various subcategories to each of four groups, based on system size. Grand Award winners were chosen from those first place winners in each group.

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St. Cloud Metro Bus, named the best transit system of its size by the American Public Transportation Association in 2007, operates 7 days a week and provides more than 2 million fixed route and dial-a-ride passenger trips annually in St. Cloud, Sartell, Sauk Rapids and Waite Park. For more information about St. Cloud Metro Bus, visit ridemetrobust.com.