



LONG BEACH
TRANSIT

FOR IMMEDIATE RELEASE

CONTACT:
Marcelle Epley | Marketing Manager
Long Beach Transit

Direct Line: (562) 599-8559
General: (562) 591-8753
mepley@lbtransit.com

Long Beach Transit to Offer Free Bus Service New Year's Eve

Extended Service Encourages Public Transit Use to Downtown Festivities

LONG BEACH, CALIF. (December 17, 2009) – Free system-wide bus service will be available on Long Beach Transit on New Year's Eve starting at 6PM. This fare-free promotion encourages taking public transit on New Year's Eve and provides residents an option to avoid drinking and driving. Transit dedicated Proposition A funding will replace the anticipated loss in revenue.

"This is a great promotion for our customers. Virtually all bus routes have direct service to and from downtown Long Beach, and with all the downtown festivities happening this year, residents will find it very easy to use public transit," said Larry Jackson, Long Beach Transit President & CEO. In addition to free boardings, extended evening service will be available. Normally, bus operations conclude about 12:30am, but this year, extended service will be offered through 2:30am on New Year's Eve to accommodate anticipated high demand in downtown Long Beach and throughout the city. The last bus will leave the Long Beach Transit Mall, located at First & Pine in downtown Long Beach, at 2:30am.

Residents are encouraged to plan their trip early by using the trip planner available at www.lbtransit.com or by calling 562-591-2301 Monday-Friday, 7am-6pm, Saturday 8am-3pm, or by visiting the Transit & Visitor Information Center at First Street & Pine Avenue in downtown Long Beach. Transit assistance from a live person will be available on New Year's Eve via telephone until noon, at the Transit & Visitor Information Center until 6pm and 24 hours from the touch screen kiosk at the Transit & Visitor Information Center.

About Long Beach Transit

Long Beach Transit serves over 29 million boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Norwalk, Paramount and Seal Beach—with regular bus and shuttle services including the Passport, AquaBus, and AquaLink. For more information visit www.lbtransit.com.

###