

PRESS RELEASE

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PEACE, LOVE, ECOLOGY AND MORE SMILES PER MILE

LET Launches New Flower Power Hybrid Wrap with Community Bus Tour

FOR IMMEDIATE RELEASE – MONROE, MI – September 23, 2009 – Just a few short weeks ago, the side of the new, big, brown, hybrid bus read “Don’t judge me yet – Ugly but fuel efficient.” But much like Lake Erie Transit transformed public transportation in Monroe County with the introduction of the hybrid “Butterfly Bus” in April, the brown hybrid bus has already morphed itself into something new and exciting.

Guaranteed to spread more smiles per mile, Lake Erie Transit is pleased to introduce the “Flower Power” bus as the newest fully-wrapped vehicle in their fleet. With design and implementation help from Sheroian Associates, located in Lambertville, the new bus is adorned with familiar ecological symbols of the late 1960’s and early 1970’s. The community will enjoy larger-than-life peace signs, smiley faces, recycle emblems, stylized hearts and brightly-colored daisies. The written message encourages all to live green and “ride the hybrid wave.”

If you haven’t had the opportunity to see the new “Flower Power” bus, never fear. A community bus tour is planned for early June. The “Power of the Flower Bus Tour” will stop at various Monroe and Bedford schools, places of interest and special events throughout Monroe County. The intent is to allow the community an up-close look at a vinyl bus wrap, answer questions about public transportation and hybrid technology, and to distribute themed promotional items. Hopefully, the bus will also spread good will and lots of smiles along the miles.

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LET DEBUTS POWER OF THE FLOWER BUS TOUR – 2

“The fully-wrapped buses have triggered a tremendous, positive response from our riders and the community. People are calling for pick-ups and requesting one of the wrapped buses,” says Mark Jagodzinski, General Manager of Lake Erie Transit. “We never dreamed these buses would turn into a community relations tool. We just keep pushing the envelope with the creativity of our hybrid message and people love it!”

The “Power of the Flower Bus Tour” schedule includes Monroe Public Schools on Thursday, June 4 and Monday, June 8, various Bedford Public Schools on Friday, June 5 and multiple stops in the City of Monroe on Wednesday, June 10. The public is invited to visit the bus during the City tour at these various locations:

Meijer store on Telegraph Rd – 8:30am to 9:30am

Monroe Senior Center (15275 S. Dixie Hwy) – 9:45am to 10:45am

Frenchtown Senior Center (2786 Vivian Road) – 11am to Noon

Frenchtown Square Mall (Main Entrance) – 1pm to 2pm

Mercy Memorial Hospital – 2:15pm to 3:15pm

Dorsch Memorial Library – 3:30pm to 4:30pm

“The intent of the Flower Power design is to not only reinforce our commitment to the environment through hybrid technology, but to make people smile” says Jagodzinski. “When you see it, you understand the Power of the Flower.”

Since 1980, Lake Erie Transit (LET) has served Monroe County, MI as a system for public transportation. LET operates a variety of services to meet the needs of 400,000 riders annually. LET operates eight fixed route buses on 40 minute schedules in the city of Monroe and parts of Frenchtown and Monroe Charter Township. Frenchtown and Bedford townships feature door-to-door Dial-A-Ride services. For more information about fares or routes, please call 734-242-6766 or visit www.lakeerietransit.com.

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* *Electronic, high-resolution images are available by contacting Ms. Adam at paula@sheroian.com.*