

NEWS RELEASE

FOR IMMEDIATE RELEASE

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SUFFOLK TRANSIT BRINGS HOME MARKETING AWARD

SUFFOLK, VA (June 10, 2020) Suffolk Transit's mission is to provide safe, cost-efficient, fixed route transit services for the City of Suffolk. Promoting the service is one of the goals of Suffolk Transit, and a recent social media marketing campaign focused on information for teenagers of low cost public transportation has won an award. Suffolk Transit is pleased to announce they received Honorable Mention for the Outstanding Public Transportation Marketing Award from the Virginia Transit Association for their campaign entitled: "Experience Suffolk. We Can Take You There."

The campaign cost \$0 to produce, as staff worked with the Suffolk Department of Media & Community Relations, along with students from Suffolk Public Schools, to coordinate the work. The resulting five PSAs received over 4,300 views on Facebook. Maria Ptakowski, Suffolk Transit Manager, noted "To reach our teenage audience, we partnered with High School drama students. We wanted to show how they could use our transit system to reach enjoyable destinations, such as a movie theater or recreation center. Each PSA demonstrated convenience, affordability, and highlighted the web application to track the bus live."

Suffolk Transit plans to deliver the message to more people later this year by re-releasing the PSAs and spending up to \$500 on targeted social media advertising.

Ptakowski added, “For our first marketing campaign, it was a huge success and springboard for amplifying in 2020. The drama students were fantastic, and it was great for them to get some experience.”

For more information on Suffolk Transit, visit www.suffolktransit.org, or call 757-214-6442.

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