



# COAST Promotes Shopping Locally this Holiday Season

*Free weekday level service on last Saturday before Christmas*

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**Thursday, November 19, 2009**

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**Dover, NH** – This holiday season shop local and save yourself the hassle and the gas money by riding COAST for free on Saturday, December 19<sup>th</sup>. The Cooperative Alliance for Seacoast Transportation (COAST) will provide full weekday level service throughout the entire bus system for holiday shoppers this last Saturday before Christmas.

COAST Routes 1, 2, 6, 7, Dover FastTrans routes 33, 34, 35, and Portsmouth Trolley routes 40 Pease Tradeport and 41 Lafayette Road will follow a normal weekday (Monday through Friday) schedule on that Saturday. No fares will be charged on any route all day.

“The full complement of transit service available that day will give people a chance to get out in their community and shop local without the hassle of holiday traffic and parking. It’s a great way to support local businesses and try the local public transit system. Everyone wins,” stated Jeremy LaRose, Manager of Operations & Planning at COAST.

The decision of the COAST Board of Directors to offer enhanced holiday service is another component of COAST’s new campaign, encouraging the region to “Take a closer look at COAST.” Although COAST has been experiencing tremendous success and growth in the last several years, there are still many people in the seacoast who still haven’t found out about COAST or tried public transit. To encourage new users to try the bus, COAST has recently relaunching its website, now centered on helping new users understand how to use the bus. Area residents can easily check out what services operate in their town, how to read the bus schedule and otherwise see what COAST is all about.

Using the bus to go to work, do shopping, go out to eat, or just get out of the house is easy and economical. Especially at a time of the year when it is notoriously difficult to find a good parking spot, taking the bus makes a lot of sense. Every person that opts to use the bus instead of taking their car helps to reduce traffic congestion and pollution. As COAST has begun to demonstrate with the “Take a

closer look” campaign, there is a large and friendly community that rides the bus. COAST maintains reliable, modern, and clean vehicles driven by professionally trained and friendly operators.

The Cooperative Alliance for Seacoast Transportation (COAST) has provided public transit service to the Seacoast New Hampshire region since 1982. COAST is a public, non-profit transit system that relies primarily on federal and local government support to operate.

This holiday season, see how fun and easy it is to use public transit and ride COAST for free on Saturday, December 19<sup>th</sup>. For complete information on routes, schedules, and service, visit our website at [www.coastbus.org](http://www.coastbus.org). If you've never used the bus before, feel free to call our dispatcher for help getting started. It's best to call between 8:30am and 4:00pm, Monday through Friday. Call 603-743-5777 extension 103 (TDD: 1-800-735-2964). See you on the bus!