



NEWS RELEASE

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RTD Wins National Advertising Award

(Stockton, CA) – On October 5, 2009, at its Annual meeting in Orlando, Florida, the American Public Transportation Association (APTA) awarded RTD the AdWheel Grand Award for Electronic Media. Each year, the APTA AdWheel Awards recognize public transportation systems and APTA business members for excellence in advertising, communications, marketing, and promotion. Nearly 500 entries from all over North America were submitted to compete for these prestigious awards in the four categories of print, electronic, campaign, and special event.

RTD's "fare increase" radio ad competed with entries from other public transportation systems in Group 3 (with more than 4 million but fewer than 30 million passenger trips; RTD's calendar year 2008 ridership was just over 5 million). It won first place in the Electronic Media-Radio Advertisement or Public Service Announcement category.

APTA then chose RTD as one of its four Group 3 Grand Award winners in the major categories of print, electronic, campaign, and special event. RTD won the Grand Award for the Electronic Media Category, besting other first place winners Long Beach Transit (Long Beach, CA), Sound Transit (Seattle, WA), GRTC Transit System (Richmond, VA) and Fort Worth Transportation Authority (Fort Worth, TX). The ad was written by RTD Marketing Department's Shelly Valenton and voiced in part by RTD's Marketing and Communications Manager Paul Rapp.

To listen to the winning entry, visit www.sanjoaquinRTD.com/media/audio.php.

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