

PRESS RELEASE



Contact: Max Vargas,
Communications & External Relations Manager
(209) 467-6665

FOR IMMEDIATE RELEASE
November 5, 2015

San Joaquin RTD Unveils New Bus Wrap at Breast Cancer Awareness Event

STOCKTON, Calif. – San Joaquin Regional Transit District (RTD) unveiled a new Breast Cancer Awareness Bus at an event hosted by the agency on Thursday, October 29. Fully wrapped in bright hot pink and polka dots, the bus includes the slogan “The Best Protection is Early Detection” along its side. The bus, also known as “The Pink Bus” includes information about the bus’s exclusive sponsor, Kaiser Permanente Central Valley. The Pink Bus will travel throughout RTD’s Stockton Metropolitan routes. RTD’s Employee of the Year, Gabe Quintero, drove the bus into the event for its debut.

Approximately fifty guests gathered at the RTD’s Downtown Transit Center to hear speakers and presentations before RTD’s new bus made its grand entrance. University of the Pacific Tiger Dancers opened the event with an exciting dance routine. Speakers at the event included RTD Director Gary Giovanetti, RTD General Manager/CEO Donna DeMartino, and representatives from Kaiser Permanente Central Valley, including Senior Vice Present Deborah Friberg, Physician Chief Dr. Sanjay Marwaha, and Physician Leader of Cancer Care Megumi Tomita. The speeches concluded with a powerful presentation by Mary Anne King, a breast cancer survivor. Each speaker addressed the crowd regarding the importance of early prevention and awareness of breast cancer.

“RTD’s goal by creating the Pink Bus is to spread awareness about Breast Cancer,” said RTD General Manager/CEO Donna DeMartino. “We hope that the presence of this bus will encourage people to take a moment to call their doctors, and get checked for this disease. The best protection is early detection. Each time we see the Pink Bus, it’s a reminder of the importance of preventative medicine, early detection, and the RTD vision for a cure.”

About RTD

Now in its 50th year of service, San Joaquin Regional Transit District (RTD) is the regional transit provider for San Joaquin County. RTD’s mission is to provide a safe, reliable, and efficient transportation system for the region. RTD provides 4.5 million trips annually and over 7000 trips each weekday. RTD’s services include Commuter routes to the Bay Area and Sacramento, Stockton Metropolitan Area fixed routes including three Bus Rapid Transit routes, the *Hopper* deviated fixed-route, and Dial-A-Ride. RTD has three transit stations in Stockton: the Downtown Transit Center (DTC); the Mall Transfer Station, and Hammer Triangle Station. RTD’s administrative offices are located at the DTC. In 2015,



RTD opened the Regional Transportation Center, a centralized facility that consolidates RTD's operations and maintenance functions.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 10 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/share.

For more information visit www.sanjoaquinrtd.com/rtdgoespink or call (209) 943-1111.

#