



Media Contact: Andrea Carter – 760.285.6828

Will You Be SunLine's Valentine?

(Thousand Palms, CA) February 13, 2014 • SunLine Transit Agency will celebrate customer appreciation this Valentine's Day. On Friday, February 14, 2014 between 9:00 am and 11:00 am, SunLine staff will be out thanking riders and wishing them a Happy Valentine's Day at the following bus stops: Highway 111 and Flower, Indio; Palm Canyon and Baristo, Palm Springs; Town Center Way and Hahn, Palm Desert Adams and Highway 111, La Quinta.

SunLine has continued to see increased ridership over the years. In Fiscal Year 2009-2010, SunLine had 3,733,155 riders, but at the end of Fiscal Year 2012-2013, SunLine had 4,571,588 riders. "To see an 18% increase in ridership in just three years is phenomenal," said Lauren Skiver, General Manager of SunLine. "This is just a way for SunLine staff to get out, meet our customers and thank them for choosing our bus service," she continued.

Improving and expanding service throughout the Valley to meet the needs of passengers is a high priority of the SunLine Board of Directors and staff. In moving forward to meet that goal, the SunLine Board approved and staff implemented expanded service at the beginning of this year. Lines 14 (Desert Hot Springs to Palm Springs) and Line 30 (Cathedral City to Palm Springs) now runs every 20 minutes during peak periods. SunLine's newly launched Line 54 makes travel between Indio and Palm Desert quicker via Fred Waring.

More information about SunLine can be found at sunline.org. • Media inquiries contact Norma Stevens at 760-250-5366 or e-mail nstevens@sunline.org.

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SunLine Transit Agency is a joint powers authority formed in 1977 to operate the Coachella Valley's public transportation system. SunLine offers fixed route bus service and curb-to-curb paratransit for the mobility impaired. Its fixed route and paratransit vehicles travel more than 4 million miles per year, covering over 619 bus stops located throughout a 1,120 mile-service area, carrying approximately 4.82 million riders. SunLine Services Group regulates three taxi franchises who provide taxi services throughout the Valley. SunFuels alternative fueling station offers compressed natural gas and hydrogen for SunLine and the public 24 hours a day, seven days a week. To learn more, please visit sunline.org.