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SunLine Transit Agency Rolls Out #CoachellaValleyStrong Campaign

Bus Wraps Featuring the Message “Together We Are Stronger” Along with a Thank You to Essential Workers Can Be Spotted in the Coachella Valley Beginning April 29

(Thousand Palms) In the spirit of bringing encouragement to the community, SunLine Transit Agency will launch the #CoachellaValleyStrong campaign next Wednesday, April 29, 2020, as two new bus wraps are unveiled showcasing messages that include “Together We Are Stronger” on the sides of the buses, and “Thank You to All Those Who Have Kept Us Moving” on the back as a tribute to essential workers who are offering service and care during the COVID-19 health crisis. The campaign is designed to unify the nine cities and unincorporated areas of the Coachella Valley with gratitude for the essential workers who have kept our community moving forward.

“This has been a challenging time for everyone, and this campaign is a positive way for us to ‘give back’ to the essential workers including our committed transit team on the frontlines getting people to destinations that ensure access to food, medical and other vital services,” said Lauren Skiver, CEO/General Manager of SunLine Transit Agency. “Essential workers have been serving us at an unprecedented pace and have diligently adapted to follow new procedures as they continue to provide for our community.”

As part of the initiative, residents of the Coachella Valley are encouraged to get involved by expressing their gratitude for essential workers through the #CoachellaValleyStrong campaign.

First, people can get involved by sharing photos of newly wrapped SunLine buses and bus shelters featuring the #CoachellaValleyStrong campaign. Puzzle pieces and gear themes were chosen for the design to symbolize that we are stronger together.

Second, Coachella Valley residents are encouraged to give a shout-out to specific essential workers. By sharing stories and notes of encouragement, the Coachella Valley can express their gratitude for the people on the front lines. To submit a shout-out or encouragement, please visit SunLine.org/cvstrong. Submissions will be shared online and throughout the community.

Third, they can download the #CoachellaValleyStrong gear icon or puzzle piece at SunLine.org/cvstrong and add it to their social media profiles as a token of gratitude for essential workers.

Lastly, participants are invited to take photos with the gear icon or puzzle piece and share those photos to social media with #CoachellaValleyStrong. SunLine Transit Agency will share these posts through social media and will place them in areas where essential workers can see and enjoy.

For updates on the #CoachellaValleyStrong campaign, please visit [sunline.org/cvstrong](https://www.sunline.org/cvstrong). For updates to SunLine's novel coronavirus response, please visit <https://www.sunline.org/COVID>.

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About SunLine

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 4.1 million miles per year, covering over 619 bus stops located throughout a 1,120 mile-service area, carrying approximately 4.2 million riders. SunLine Services Group regulates the region's taxi businesses 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 www.sunline.org.