



## NEWS RELEASE

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### **New RTS Buses will Carry Names of Area Children, Grandchildren**

'Bus Naming Ceremony' is a highly anticipated event by RTS staff

Deja, Azalea, Michael and Starr are just four of the 38 children who will be in attendance at 12:30 p.m. Saturday, Oct. 19, at [Rochester Genesee Regional Transportation Authority's](#) headquarters for their festive annual 'bus naming ceremony.'

Before each new bus is rolled out to serve the public, RGRTA has a tradition of naming the bus for a staff member's child or grandchild. The names are randomly chosen from children (ages 12 and under) in a drawing that takes place three weeks before buses go on the road. Once selected, names are painted on the outside of the buses and remain there for the life of the bus—typically 12 years. At a cost of approximately \$350,000 per bus, Saturday's group of 28 buses will bring the total to 58 this year that have been named in honor of 78 RGRTA employee children and grandchildren. Since the practice began in 2009, more than 168 buses have been christened with the names of 208 children. Nineteen more buses are expected to be named by Spring 2014.

RGRTA Chief Executive Officer Bill Carpenter says, "We think this is a great way to celebrate our staff and, at the same time, make the riding experience a little bit friendlier for our customers. Since we started the tradition, it's been one of the most popular staff events we hold, and definitely delightful to see the kids receive certificates bearing their buses' number."

The 45-minute event will take place in Garage B at 1372 East Main Street, Rochester ([click here](#) for directions). After the brief ceremony, families will pose for a keepsake photograph—and the kids will have a chance to explore the buses!

Free parking is available onsite. (Note: In the event of rain, please note that Garage B is an enclosed space).

*Rochester Genesee Regional Transportation Authority provides public bus transportation in Monroe, Genesee, Livingston, Orleans, Seneca, Wayne, and Wyoming Counties. Recognized as one of the best-run transit systems in the nation, our 800+ employees proudly enjoy serving our customers who count on us for 18 million rides each year. A public benefit entity, RGRTA is governed by 13 appointed commissioners who represent the City of Rochester, County of Monroe, and the surrounding counties in which RGRTA provides services. For more information, visit [www.rgrta.com](http://www.rgrta.com).*