

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Santa Cruz Metropolitan Transit District Announces New Alert Service

Santa Cruz, CA — July 10, 2009 – Santa Cruz Metropolitan Transit District announces that the public can now subscribe to receive Metro news bulletins directly to their email account or mobile device. Santa Cruz Metro also announces the upcoming launch of a newly designed website. The new website will feature expanded content, an improved user experience and the email/text-message alert service.

While the expected launch of the new website is slated for late December, the new alert service is available today. It's free of charge and subscribers can choose the specific topics they want to receive and change their preferences at any time.

“Offering the new email alert service allows individuals to make informed decisions about their commutes and travel plans. It also keeps them up-to-date on the latest agency news,” says Ciro Aguirre, Manager of Operations. “Immediate access to Metro information when it is updated greatly enhances service to our customers.”

Sign up today to receive Santa Cruz Metro notifications at <http://www.scmtd.com>. Click on the box with the red envelope to receive news on quarterly service changes, service alerts on all routes, agency information, and more.

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