



FOR IMMEDIATE RELEASE

Contact Information: Brad Schulz (919) 485-7434
Communications & Public Affairs
bschulz@triangletransit.org

TRIANGLE TRANSIT'S PARATRANSIT SERVICE GETS A NEW LOOK, NEW NAME

Research Triangle Park, NC - (May 6, 2009) - Triangle Transit's Paratransit Service has a new look and a new name. "*t-linx*" is the new name for the service, which was unveiled today at a midday ceremony in Imperial Center. The change is part of Triangle Transit's rebranding effort which began in March 2008.

Since the unveiling of Triangle Transit's new name and look in 2008, members of the disabled community, paratransit riders, the agency's Accessible Services Advisory Committee and Triangle Transit employees have been working to come up with a new look and name for the service which provides trips for 17,300 passengers each year.

Triangle Transit provides regional trips to 650 certified passengers who live or can travel within $\frac{3}{4}$ mile of an existing bus route in Wake, Durham, or Orange counties. The service is curb-to-curb with a door-to-door option for passengers with disabilities that prevent them from using Triangle Transit's fixed-route bus service.

"We're very excited about our new name," says Vinson Hines, director of the paratransit division. "*t-linx* better explains what we do, providing the important link to work, school, medical visits and other appointments that are vital to our riders." The vans will carry the same green, blue and apricot colors as Triangle Transit buses and will have the distinctive "*t-linx*" logo on two sides of each van, near the top.

More information is available about the "*t-linx*" service at: triangletransit.org/bus/accessibility/.

Triangle Transit improves the region's quality of life by connecting people and places with reliable, safe, and easy-to-use travel choices that reduce congestion and energy use, save money, and promote sustainability, healthier lifestyles, and a more environmentally responsible community.

###