

News Release

FOR IMMEDIATE RELEASE
April 25, 2012

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A Transportation Option for Dover Days Festival and Parade Goers: DART First State, Kent County Tourism and WSFS Highlight DART's Saturday Bus Route 109

DART First State Executive Director, Lauren Skiver announced today the result of a coordinated effort between DART, Kent County Tourism, and WSFS Bank to promote Saturday bus service, available in Dover, to attendees of the Dover Days parade and festivities on Saturday, May 5, 2012.

DART's Saturday bus service has continued to serve riders since it began as a pilot program in 2009 and will now appear on the Dover Days Festival map for the first time, in the official program booklet. "Route 109 is just one of five routes continuing to operate on Saturday because of the need for transportation on weekends; and the recent partnership between DART, Kent County Tourism, and WSFS set the stage for a domino effect which ended up involving a handful of customer driven agencies working together for the benefit of all", said Skiver.

"Any time we can collaborate with public and private agencies to create a win-win for our community, we are absolutely interested," said Janis L. Julian, Senior Vice President and Director of Community Strategy for WSFS. WSFS, as the Presenting Partner for the 79th annual Dover Days Festival, and having consistently purchased a fully wrapped bus advertisement with DART, was pleased to see that promoting the Route 109 as a transportation option to the parade area, while showcasing the wrapped bus advertisement was a great idea.

"Having a DART bus already in operation, on that day, turned the idea into an opportunity for Dover Days attendees and all agencies involved, to benefit from promoting the services offered to the public," said Cindy Small, Executive Director of Kent County Tourism, producers of the annual Dover Days event. Saturday, May 5, 2012, is the day of the Dover Days parade, where thousands of residents and tourists come to participate in a variety of events around The Green and Downtown Dover.

If you are interested in riding the bus to the parade, here's how you can get there:

- **Parking:** Park FREE at the Dover Transit Center, located at Water and West Streets in Dover
- **Cost to ride:** *\$1.00 each way* (exact change only)
- **Get to the Parade:** Board at the Transit Center (at the bay listing Route 109) and get off at the bus stop on Loockerman and Federal Streets
- **Return from Parade:** To return to the Transit Center, board on Loockerman Street at the Dover Post Office or City Hall.

DART First State is Delaware's bus, train, and intermodal transportation provider. The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First State. DART First State services include contracted SEPTA commuter trains, intercounty bus, fixed route bus, paratransit, seasonal resort bus, commuter assistance, Operation Lifesaver rail crossing safety and trespasser awareness programs, and the RideShare Delaware ridematching program. More information is available on the web at www.DartFirstState.com. For media inquiries, please call DelDOT Public Relations at 302-760-2080 or visit www.deldot.gov.

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