



# LONG BEACH TRANSIT

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**FOR IMMEDIATE RELEASE**

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## **LONG BEACH TRANSIT FREE NEW YEAR'S EVE**

*Late Night Free Bus Service Supports Downtown Festivities*

**LONG BEACH, CALIF. (December 13, 2011)** – Free system-wide bus service will be available on Long Beach Transit this New Year's Eve starting at 5 p.m. The promotion encourages residents to take public transit on New Year's Eve to avoid drinking and driving and comes with the added benefits of not having to find parking during the celebration. This free service was made available by the Downtown Long Beach Associates in promotion of the festivities happening for New Year's Eve in downtown Long Beach, which include family-friendly early evening fun and late night music and dining entertainment. "New Year's Eve is a night of celebration, and no one wants to worry about driving, parking or how they will get home safely. Public transit eases these concerns with most of our bus routes providing downtown Long Beach service," said Robyn Peterson, Long Beach Transit's Chief Operating Officer and Senior Vice President.

In addition to free boarding on regular routes leaving the First Street Transit Gallery through 12:30 a.m., free extended evening service will be available on New Year's Eve to accommodate anticipated high demand in downtown Long Beach and throughout the city. The last buses running extended service will leave the Transit Gallery, located on 1<sup>st</sup> Street between Pine Avenue and Long Beach Blvd in downtown Long Beach, at 1:30 a.m. and 2:30 a.m. Bus routes during the extended service hours will be abbreviated, so residents are encouraged to plan their trip early by calling 562-591-2301 Monday-Friday, 7am-6pm, Saturday 8am-3pm, or by visiting the Transit & Visitor Information Center at First Street & Pine Avenue in downtown Long Beach. Transit assistance from a live person will be available in downtown Long Beach during the New Year's Eve festivities, and regular route information is available 24/7 at [www.lbtransit.com](http://www.lbtransit.com) and from a touch screen kiosk located at the Transit & Visitor Information Center.

**About Long Beach Transit**

## **Long Beach Transit's Free & Extended Service New Year's Eve**

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Long Beach Transit serves over 28 million boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Norwalk, Paramount and Seal Beach—with regular bus and shuttle services including the Passport, AquaBus, and AquaLink. For more information visit [www.lbtransit.com](http://www.lbtransit.com).