

FOR IMMEDIATE RELEASE

**Media Contact:**

Brittany McMillan 803.255.7085

CMRTA

[Brittany.McMillan@veoliatransportation.com](mailto:Brittany.McMillan@veoliatransportation.com)

**Media Contact:**

Christopher Ibsen

Piggly Wiggly Carolina Company, Inc.

843.554.9880 ext. 8118

1.800.243.9880 ext. 8118

## **Piggly Wiggly and the CMRTA Partner to Provide Additional Locations to Purchase Transit Passes**

*CMRTA Expands Location Riders Can Purchase Transit Passes for More Convenience*

**COLUMBIA, S.C. (July 16, 2010)** – In a new partnership with Piggly Wiggly, the Central Midlands Regional Transit Authority (CMRTA) will now sell transit passes at Midlands area Piggly Wigglys in an effort to provide riders and the community with more options, and more convenience, when purchasing bus passes.

Starting Monday, July 19, riders will be able to purchase single ride, 10-ride and 31-day passes at six Piggly Wiggly grocery store locations throughout the Midlands; in addition to the Transit Center located at the corner of Laurel and Sumter Streets.

“Piggly Wiggly is excited to partner with the Central Midlands Regional Transit Authority to make transit use in the community as easy as possible,” said Tom Miranda, Greenbax Account Manager. “Offering this service in our grocery stores is a simple addition that will make customer’s everyday lives run a bit smoother.”

The Piggly Wiggly locations include Devine Street, Clemson Road, Garner’s Ferry Road, West Beltline Blvd., North Main Street and Forest Drive. The Customer Service Desk at all locations will accept cash, debit/credit or Piggly Wiggly Greenbax as payment for passes.

“Providing these alternate locations where passes can be purchased will add to the overall convenience for our riders,” says Mitzi Javers, Executive Director of the CMRTA.

This addition is among many cost-neutral changes the, new and improving, CMRTA has worked to implement into the overall system. The overall goal is to make this valuable resource of public transit, and its services, as beneficial as possible for its riders and the community.

The CMRTA announced last week that new route changes are being incorporated into the transit system that would reduce waiting time, improve on-time performance, allow for increased service on weekend routes, improved bus stops and make traveling around the Midlands a user-friendly and easy experience.

**About the CMRTA:**

Established in October 2002, the Central Midlands Regional Transit Authority (CMRTA) is committed to providing safe, dependable and accessible public transit service to the heart of the Midlands. For more information about the CMRTA, visit [www.goCMRTA.com](http://www.goCMRTA.com).

**About Piggly Wiggly Carolina Company:**

A chain of grocery stores founded in 1947 in Charleston, South Carolina, Piggly Wiggly Carolina Company has grown to be the largest employee – owned retail company in the state. The company has more than 100 stores and over 4,000 employee owners throughout South Carolina and southeastern Georgia.

**About Greenbax:**

The Greenbax Rewards program began as a simple trading stamp program, but nearly 60 years later, it is now one of the most dynamic rewards programs in the nation, boasting a variety of redemption options and earning opportunities. Greenbax are saved electronically on customers' Pig /Greenbax Cards each time they shop at Piggly Wiggly grocers and selected partner merchants, and can be redeemed for free tickets, free food, free gift cards, free gas and much more. Visit [Greenbax.net](http://Greenbax.net) for more information.

###