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For more information, contact:

Brittany Doten (803) 255-7085

Brittany.doten@veoliatransportation.com

Or

Stephanie Jones (803) 233-2432

Stephanie.jones@cmsg.com

Central Midlands Regional Transit Authority and The University of South Carolina Launch New Bus Service for Game Day Transportation

Service to Provide Convenient and Free Transportation for Fans Traveling to USC Home Football Games

COLUMBIA, S.C. – (August 21, 2008) – The Central Midlands Regional Transit Authority announced today a new free service to provide University of South Carolina football fans a safe and convenient way to travel to home football games this season. Beginning Thursday, August 28 at 5 p.m., the CMRTA will run approximately three to five hours prior to kick off for each home game.

The University of South Carolina has coordinated with the City of Columbia and Richland County police department to allow buses to follow a designated route, having right of way and traffic priority.

“We’re excited to provide free game day service for all USC football fans,” said Mitzi Javers, executive director for the CMRTA. “The new service offers fans a convenient and cost-effective method to travel safely to and from each game and eliminates the need to sit and traffic and pay for parking.”

Fans interested in taking the game day shuttle will be picked up at the Colonial Center on Lincoln Street or at Bomber Stadium. They will be dropped off at the State Fair grounds near Williams Brice Stadium. At the end of the game, passengers will go to back to where they were dropped of on Rosewood Drive to travel back to the Colonial Center or Bomber Stadium.

“This is something we are excited on working on with the CMRTA and look forward to this new partnership using existing CMRTA resources on game day to relive traffic on Assembly Street and traffic congestion in general,” said director of parking and vehicle management for USC, Derrick Huggins. “We hope this will improve the overall game day experience for local residents and visitors alike.”

The CMRTA plans to run five buses for the first game, and will possibly run up to 10 buses for future games depending on public demand for the service. To learn more, visit www.gocmrta.com.

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.

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