



December 7, 2015

To: Fox Cities Transit Commission

From: Nikki Voelzke
Community Relations Specialist

Subject: Holiday Promotion

This year's holiday promotion (called "Donate and Ride") once again offers riders the chance to ride the bus for only \$0.25 on Black Friday and Saturdays through December 26 by donating a canned food item. All donations will be given to St. Joseph's Food Program on behalf of our riders the week of December 28.

Fast Signs has returned as our promotional partner. The holiday-themed bus is traveling throughout our service area and is the main advertising mechanism. In addition to the bus wrap, the promotion is being advertised on our buses and Transit Centers, on several local radio stations, on WFRV during the Appleton Christmas Parade broadcast and rebroadcasts as well as social media.

Last year's promotion resulted in a 13% increase in ridership, increased media coverage and social media presence and a donation of 610 pounds of food to St. Joseph's Food Program. We're looking to build on those successes this year.

