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**Strictly Embargoed until Noon, August 12, 2014**

August 7, 2014

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**M E D I A A D V I S O R Y**

**Mountain Line Announcement Regarding Zero-Fare Demonstration Project**

**WHO:** **Mayor John Engen**

**Eric Hines, Chair, Missoula Urban Transportation District**

**Mike Reid, Vice President of Administration and Finance, University of Montana**

**Mary Windecker, Vice President of Planning and Marketing, Community Medical Center**

**WHAT: Mountain Line Announcement Regarding Proposed Zero-fare Public Transportation Project**

**WHEN:** **Noon, Tuesday, August 12, 2014**

**WHERE: Downtown Transfer Station, Corner of Pine St. And Ryman, Missoula, Mont.**

One of Missoula’s oldest and most reliable community partners, Mountain Line, continues to make a better quality of life for everyone. Now, Mountain Line community partners and supporters have united, asking the transit company to join 39 other U.S. communities in realizing the benefits of a zero-fare public transportation system. These groups have formed a public-private partnership to raise money to fund the initiative. Partners include: The University of Montana, The Missoula Parking Commission, The City of Missoula, Saint Patrick Hospital, Community Medical Center, Missoula Aging Services, ASUM Transportation, Southgate Mall, Missoula County, Missoula County Public Schools, and Homeword, Inc.

In response to these community partner requests, Mountain Line will make an announcement about zero-fare transit service at its downtown transfer center this Tuesday, August 12th, at 12:00PM.

Sandwiches and coffee provided by City Brew will be provided. Please contact Topher Williams for any more questions that you may have.

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