

**Media Contact:**

Kristin Taylor
(850) 524-5395
ktaylor@kidd.com

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TRANSIT SYSTEMS PARTICIPATE IN DUMP THE PUMP TWITTER DAY*Kidd Transportation Group Coordinates National Viral Campaign, Thursday June 18, 2009*

(WASHINGTON) – The American Public Transportation Association’s (APTA) Fourth Annual Dump the Pump Day is emerging within the “Twitiverse” this week. On Thursday, Kidd Transportation Group (KTG), a marketing firm headquartered in Tallahassee, Fla., invites transit systems nationwide to encourage riders to tweet about their Dump the Pump experience while also uploading Twitpics and Twideo, using the registered #DumpThePump hashtag.

The Dump the Pump Twitter Day leverages APTA’s campaign, which promotes the financial and environmental benefits associated with transit through the offering of free rides, Thursday June 18, 2009. After Thursday’s national push, KTG will monitor the viral campaign and upload tweets and corresponding images to the inaugural edition of its “Momentum” Marketing Blog.

“Many transit systems experience their highest ridership for the year on Dump the Pump Day with thousands of people riding for the first time,” said Kelly Robertson, APR, Public Relations Director at KTG. “Through these online platforms, riders across the nation are able to share their experiences with a much larger demographic, letting the public both see and hear who transit riders really are.”

While cost efficiency and gas conservation are the primary focuses of Dump the Pump, transit marketers also know the Twitter component will spark conversation among a broader audience, including those typically not interested in public transit initiatives.

“The Dump the Pump Twitter Day helps us find a way to connect with GenXers and GenYers, getting them to start taking transit because of its cost effectiveness,” said Jessi Baginski, Communications Director at LakeTran in Painesville, Ohio. “This can help shape public transit in our community.”

Sign up to receive the KTG e-blast and get notified of the Momentum Marketing Blog at KiddTransportationGroup.com.

About Kidd Transportation Group

Kidd Transportation Group is a division of the award-winning communication design company, Kidd Group, with offices throughout Florida and in Washington, D.C. It specializes in branding and market planning for the transportation industry and provides a menu of communication services, including graphic design and technical rendering, interactive and web solutions, as well as traditional advertising, media buying, and public relations. For more information, visit KiddTransportationGroup.com.