



Yuma County Intergovernmental Public Transportation Authority

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PRESS RELEASE

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YCAT WINS NATIONAL MARKETING AWARD FROM AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

(Yuma, AZ) – On October 1, 2012, at its Annual meeting in Seattle, Washington, the American Public Transportation Association (APTA) awarded the Yuma County Intergovernmental Public Transportation Authority (YCIPTA), the AdWheel First Place Award for Electronic Media. Each year, the APTA AdWheel Awards recognize public transportation systems and APTA business members for excellence in advertising, communications, marketing, and promotion. Nearly 500 entries from all over North America were submitted to compete for these prestigious awards in the four categories of print, electronic, campaign, and special event.

YCIPTA's new website competed with entries from other public transportation systems in Group 1 (with less than 4 million passenger trips; YCIPTA fiscal year 2012 ridership was 364,000). It won first place in the Electronic Media category 2 regarding internet home page.

The new website was developed by MGM Internet Solutions under the guidance of Matt Molenar and his staff. The project started in October 2011 and was completed in March 2012. The website features an interactive trip planner, maps and schedules, information about YCIPTA, its staff and Board members, tips for riders, news, rider alerts and calendar of events. The website is very comprehensive, attractive and easy to use.

To view what the former YCAT website looked like – visit: <http://web.archive.org/web/20110512185544/http://www.ycat.org/>. To view the new YCAT website – visit: www.ycat.az.gov

For YCAT Transit Information call 928-783-2235 and Greater Yuma Area Dial-A-Ride reservations call 928-539-7076. You can also visit the YCAT online at www.ycat.org.

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John Andoh, Transit Director