

**FOR IMMEDIATE RELEASE**  
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**MARTA Launches “Free Ride” Campaign for Labor Day Monday**  
**#WhereWillYouGo**

The best things in life are free...including a ride on MARTA.

On Monday, Sept. 7, 2015, MARTA is inviting everyone to ride its trains, buses and Mobility\* service at no charge – that’s right, free. So where will you go? The Georgia Aquarium or Little Five Points? Buckhead or Perimeter Mall? How about a trek east to Stone Mountain Park or south to the Atlanta State Farmers Market?

“Free Ride” is the second ridership initiative introduced by the Authority in recent weeks. The Customer Rewards Program, which allows customers to earn free, round-trip Breeze tickets based on the number of trips they take during a 30-day promotional period, was introduced earlier in August.

“MARTA is continually looking for ways to thank our customers for their patronage and build ridership,” said **Ryland McClendon, Assistant General Manager of External Affairs**. “The Free Ride allows us to acknowledge our loyal riders. At the same time, metro Atlantans who aren’t acquainted with MARTA can give the system a try.”

During the national observance of this holiday celebrating America’s workforce, fare gates at all MARTA rail stations will be open at the beginning of revenue service. MARTA will be running on a Sunday schedule. Check here for information: <http://bit.ly/1i4SDET>.

It will not be necessary to tap your Breeze card for any trip. Just hop aboard MARTA and travel anywhere we go, throughout the day. As always, we remind customers to “Ride with Respect” and follow MARTA’s code of conduct to ensure everyone’s trip is safe and pleasant.

When using the system on Labor Day, customers are encouraged to tag their social media photos with #WhereWillYouGo and tell us about their experience.

In the words of the inimitable Dr. Seuss: “Oh, the places you’ll go.”

For more information, visit [itsmarta.com](http://itsmarta.com).

*\*Must be a certified Mobility customer with a reservation made at least 48 hours in advance.*

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