



**ESCAMBIA COUNTY AREA TRANSIT**

# NEWS

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**RELEASE**

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## **ECAT ELVES DELIVER DONATED GIFTS TO SALVATION ARMY**

*Bus works as Santa's sleigh to bring toys to Pensacola nonprofit*

**[Pensacola, Fla.]** – Today, representatives from Escambia County Area Transit (ECAT) delivered toys to Pensacola's Salvation Army as a special favor to Santa Claus. According to Santa, Christmas Eve will be especially busy this year due to the large number of very well-behaved children in Pensacola, and he asked ECAT to help out with an early delivery. The system collected donated toys at the Rosa Parks terminal over the last week, and donors were entered to win a 30-day pass. Area residents were able to track the progress of the specially-designated bus using the system's real-time bus locator on their newly-upgraded website.

"It was an honor to be recruited as Santa's elves, and we loved being a part of such a fun project," said Tonya Ellis, Director of Marketing and Community Relations for ECAT. "Santa asked us to keep our destination a secret while we collected toys, and it was a hard secret to keep! We decided to give hints about where we were going by setting up a special Santa tracker using our real-time tracking technology on our website. Everyone, including ECAT, likes to know where Santa is as he's out delivering presents!"

Santa asked ECAT to help get toys to the Salvation Army early to ensure the local nonprofit had them in time for the Christmas Cheer program, which will be held on Monday, Dec. 19. The Salvation Army, whose red change collection kettles are prominent this time of year, offers a variety of services to those

in need in Pensacola. Their commitment to “doing the most good” includes providing food, lodging, clothing and other help to individuals who need it.

Those who could benefit from the assistance of The Salvation Army or who wish to volunteer with the nonprofit should call Majors Ken and Linda Fagan at 850-432-1501.

To track ECAT buses in real time, visit [GoECAT.com](http://GoECAT.com) or download the DoubleMaps app on your smart phone. For more information about ECAT and the technology upgrades, call Tonya Ellis at 850-595-3228.

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