

NEWS

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RELEASE

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8, 2016

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FOR IMMEDIATE

December

TRACK SANTA WITH ECAT REAL-TIME BUS LOCATOR

System collecting toys to surprise a local nonprofit

[Pensacola, Fla.] – Escambia County Area Transit (ECAT) representatives announced the system will host a toy drive to collect new and gently used toys for an area nonprofit. Donations can be made at Rosa Parks Terminal from Dec. 8 – 15, and anyone who donates a toy will be entered to win a free 30-day bus pass. However, ECAT representatives are keeping the name of the chosen charity under wraps until the team delivers gifts on Dec. 16. In order to find out which nonprofit will receive a surprise visit from Santa, download ECAT’s real-time bus tracker app.

“We are thrilled to be working with Santa and his team at the North Pole to deliver toys this year,” said Tonya Ellis, Director of Marketing and Community Relations for ECAT. “Santa knows how much ECAT enjoys helping Pensacola nonprofits, so we were a natural choice when he needed help with some early deliveries. When we deliver packages for him in Pensacola next week, you can track our progress in real time with our app.”

In addition to keeping tabs on Santa, users of the app can also track all other ECAT buses every day. The real-time app is part of a series of technological upgrades the system has made in recent months to make taking transit as easy as possible for residents and visitors alike. The app, combined with online trip planning, is designed to make transit accessible and convenient for everyone. All of these features are available on ECAT’s newly updated website, which is also optimized for use from mobile devices.

To download the real-time tracker app, visit GoECAT.com, and for more information about ECAT and the technology upgrades, call Tonya Ellis at 850-595-3228.

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