



BREVARD County
SPACE COAST AREA TRANSIT

Public Information Release

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FOR IMMEDIATE RELEASE

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Brevard Students Read To Ride For Free During Summer

School may be out for the summer, but Space Coast Area Transit and Brevard County Libraries have continued educating students on the benefits of reading and using transit as an economical and environmentally friendly mode of transportation. Space Coast Area Transit is offering free rides all summer to youth under the age of 18 who show their free-of-charge Brevard County Library Card. Since its inception in 2001, the Read to Ride program has offered public transportation to thousands of Brevard County students from the day after school lets out until the day before school begins. This year, FLORIDA TODAY Communications sponsored the program by inserting promotional flyers in daily and weekly newspapers.

Read to Ride emphasizes the importance of using Brevard County Libraries as a resource to enhance reading skills during the summer months, as well as encouraging transit as a choice mode of transportation. According to Jim Liesenfelt, the Director of Space Coast Area Transit, FLORIDA TODAY's decision to sponsor the program was critical to its success. "We all know how important it is to keep kids reading over the summer. The question was, how do we let parents and their kids know that they can get to the libraries for free while mom and dad are working? Fortunately for all involved, FLORIDA TODAY viewed this as an opportunity to help educate the youth in our community and stepped up to the plate in a big way."

For many of the youth, taking the bus is an alternative to being homebound during the summer. Students can ride their bike to a bus stop, load the bike on the bike rack located on the front of the bus, and have it available to use when they arrive at their destination. Surfboards are also welcome, based on space availability. Read to Ride participants can speak with a customer service representative to help them access bus transportation and answer questions. For further information, call 633-1878. Printable maps and schedules and a Google Transit trip planner are also available on RideSCAT.com.

Attachment: List of Brevard County Library locations and Space Coast Area Transit Routes serving each location.