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MEDIA RELEASE

VVTA PRESENTS GRAND PRIZE TO ROUTE 54 PROMO WINNER

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FOR IMMEDIATE RELEASE

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Debi Raymond (left) and Nancie Goff (right) present grand prize winner, Barbara Powers (center) with a new iPod Touch.

VICTORVILLE, CA, APRIL 29, 2011: Victor Valley Transit Authority (VVTA) recently announced the culmination of the Route 54 "Everyone's a Winner" Promotion in a big way by presenting Victorville resident Barbara Powers with the grand prize of a 32gig iPod Touch.

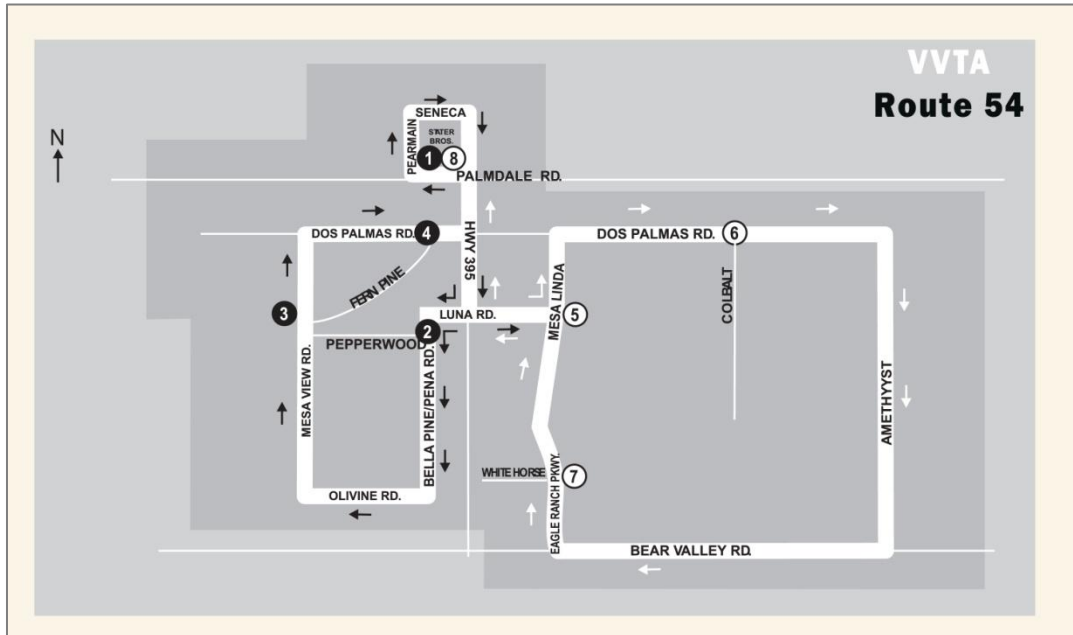
In an effort to encourage ridership on the new Route 54, VVTA launched the promotion targeting residents on the eastside of Victorville, along Route 54. Residents received a special postcard announcing the opportunity to win a FREE iPod Touch or other prizes. The postcard recipients were prompted to simply take a picture of the QR code on the postcard with a web browser-enabled cell phone and then submit his or her unique promo code from the postcard. After submitting the promo code, the user received an email indicating the prize won. In this case, Powers received notice that she won the grand prize of the iPod. Other respondents received notice of winning a free monthly pass or reusable shopping tote, and every respondent was prompted to use their postcard to redeem a free VVTA Day Pass.

Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in a much broader context, aimed at mobile phone users (known as mobile tagging). "We believe this route can really benefit students in the area and using new technology is a great way to reach them," stated VVTA Executive Director, Kevin Kane. Kane continues, "The QR codes allow VVTA to get information out to potential riders in a fun and unique way."

The postcards were mailed to 7,500 residents along Route 54 on February 3. If a postcard recipient did not have access to a cell phone with a web browser and camera, the recipient was directed go straight to www.vvta.org and enter his or her promo code to claim his or her prize. The promotion ran through March 31, 2011. Kane further states, "If the responses to the codes continue to be positive, then we will look to use them in other promotions and marketing materials."



Route 54 operates six days a week between 6:23 a.m. and 9:18 p.m. The route serves several general interest locations such as the Stater Bros. shopping center (Bear Valley Rd. & Amethyst Rd.) as well as Adelanto Market (Palmdale Rd. & Hwy 395), Dos Palmas Road, Bella Pine/Pena Road, and Luna Road.



VVTA Route 54

	1 Palmdale & Hwy. 395	2 Bella Pine & Pepperwood	3 Mesa View & Luna	4 Dos Palmas & Fern Pine	5 Luna & Mesa Linda	6 Dos Palmas & Cobalt	7 Eagle Ranch Pkwy & White Horse	8 Palmdale & Hwy. 395
AM	6:23	6:30	6:35	6:40	6:44	6:49	7:02	7:18
	7:23	7:30	7:35	7:40	7:44	7:49	8:02	8:18
	8:23	8:30	8:35	8:40	8:44	8:49	9:02	9:18
	9:23	9:30	9:35	9:40	9:44	9:49	10:02	10:18
PM	10:23	10:30	10:35	10:40	10:44	10:49	11:02	11:18
	11:23	11:30	11:35	11:40	11:44	11:49	12:02	12:18
	12:23	12:30	12:35	12:40	12:44	12:49	1:02	1:18
	1:23	1:30	1:35	1:40	1:44	1:49	2:02	2:18
	2:23	2:30	2:35	2:40	2:44	2:49	3:02	3:18
	3:23	3:30	3:35	3:40	3:44	3:49	4:02	4:18
	4:23	4:30	4:35	4:40	4:44	4:49	5:02	5:18
	5:23	5:30	5:35	5:40	5:44	5:49	6:02	6:18
	6:23	6:30	6:35	6:40	6:44	6:49	7:02	7:18
	7:23	7:30	7:35	7:40	7:44	7:49	8:02	8:18
	8:23	8:30	8:35	8:40	8:44	8:49	9:02	9:18

*The shaded times do not run on Saturdays.