

# SAMPLE NEWS RELEASE



## <Your organization name> joins RTD for Zero Fare for Youth pilot program

*New initiative offers zero fare to riders ages 19 and under starting Sept. 1*

YOUR CITY (Aug. XX, 2023) — The [Regional Transportation District \(RTD\)](#) will launch **Zero Fare for Youth** — a pilot program beginning Sept. 1 and lasting through Aug. 31, 2024. The program allows customers ages 19 and under to use RTD services at no cost by presenting a valid student or government-issued ID, a full list of acceptable ID is available at [rtd-denver.com/youth](#). (Your organization name) is proudly partnering with RTD to encourage community members to embrace public transit to increase mobility and accessibility for youth throughout the Denver metro area during the school season.

Other benefits to taking transit include:

### **Cost savings**

Taking the bus and train saves on car expenses including maintenance, parking and tolls, which add up quickly. A household can save nearly \$10,000 annually by taking public transportation and living with one less car.

### **Time savings**

Transit can be a great option for busy parents, providing peace of mind and a reduction in stress. Leave the driving to RTD!

### **Independence and flexibility**

Reduce dependence on others for transportation and increase independence. Public transportation levels the playing field and allows customers the freedom and flexibility to get where they need to go.

### **Improved safety**

Public transit vehicles are safer than standard cars. From 2018 to 2022, there were 360 recorded fatalities on Denver's roads, 45% of those involving cars. RTD's transit lines recorded zero fatalities during the same time span.

The Zero Fare for Youth pilot program resulted from the yearlong fare study and equity analysis that was approved by the RTD Board of Directors on July 25.

To learn more about Zero Fare for Youth, visit [rtd-denver.com/youth](#).

