

FOR IMMEDIATE RELEASE

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SunLine Transit to Partner with the Greater Palm Springs Convention & Visitors Bureau to Host Drive Benefiting Well in the Desert

"A Drive to Change Lives" will be part of a week of activities in support of National Travel & Tourism Week; May 2-8, 2021

(Thousand Palms) – SunLine Transit Agency is joining the Greater Palm Springs Convention & Visitors Bureau (CVB) during National Travel and Tourism Week to sponsor "A Drive to Change Lives" in order to encourage the public to bring donations to SunLine's mobile outreach bus parked at the Atrium in Rancho Mirage on May 7, 2021, from 7:30 a.m. to 6 p.m., located at 69930 Highway 111.

All donations will benefit Well in the Desert—a 501c3 nonprofit organization that provides clothing, showers and a cooling center 7 days a week. The organization also provides nutritious hot meals 5 days a week. Items being collected at the drive include toiletries and personal care items; blankets; sleeping bags; gently-used, clean clothing, shoes and socks; dog food; shopping bags; bottled water and individually-wrapped snacks.

"SunLine Transit Agency looks forward to celebrating transit and tourism by investing in our community," said Lauren Skiver, CEO/General Manager of SunLine Transit Agency. "Our region is stronger when the needs of our residents are met. This is one of the fundamental principles of bringing our tourism economy back to pre-COVID levels. These events are crucial to the wellbeing of our community, and we look forward to engaging the community on the scale we are accustomed to at SunLine."

National Travel and Tourism Week takes place this year May 2-8, 2021, and "A Drive to Change Lives" is part of a series of events the Greater Palm Springs CVB has helped organize to commemorate this initiative. This year's theme, the Power of Travel, recognizes the industry's role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

For more information and a full schedule of events in honor of National Travel and Tourism Week, go to <https://www.visitgreaterpalmsprings.com/national-travel-and-tourism-week/>. To learn more about SunLine Transit Agency, please visit SunLine.org.

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About SunLine Transit Agency

SunLine provides public transit services in California's Coachella Valley spanning 1,120 mile-service area and carrying approximately 4.2 million riders. It has pioneered zero-emission bus deployments, particularly for hydrogen fuel cell electric buses (FCEB). In 1993, SunLine's Board adopted a voluntary policy of pursuing alternative fuel solutions that provide the lowest possible emissions, which led to SunLine becoming the first transit agency in the state to convert its entire fleet to compressed natural gas (CNG). SunLine is committed to transitioning its entire bus fleet to zero-emission by 2035. SunLine Refueled is a multi-tiered initiative that brings exciting new transportation alternatives to the Coachella Valley. To learn more about SunLine Transit Agency's services and policies, go to SunLine.org.

About Greater Palm Springs, California

Greater Palm Springs is Southern California's premier resort, special event and golf destination. Discover a place of many experiences and surprises in nine distinctive cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. As a respite for mind, body and spirit, Greater Palm Springs is ready to provide you with an unparalleled sense of escape, adventure, recreation, relaxation and your own unique way to play--anytime of the year. For more information on Greater Palm Springs, visit www.visitgreaterpalm Springs.com.