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MOBILE MUSIC FESTIVAL TO TAKE PLACE ON SUNLINE BUSES!

(Thousand Palms, CA) October 24, 2014 • On Saturday, November 01, 2014 some bus riders on the 111 bus line will be treated to live music from 27 local acts that are lined up to perform in the 111 Music Festival. Taking advantage of the intimate and unique atmosphere of SunLine buses to expose the Coachella Valley to music, culture and public transportation, the acts will perform from 2:55 pm to 7:05pm on several buses along the Line 111 bus route.

The mobile music festival is for all age groups and included in the SunLine Transit Agency normal bus fare that is as low as \$1.00 for a one-way ride and \$3.00 for all-day passes. The innovative music festival is a collaboration between SunLine Transit Agency and the Coachella Valley Art Scene. The goal is to promote bus ridership, raise awareness of the local transit system that is available to Coachella Valley residents and aims to educate the community on the positive benefits that public transportation offers.

Lauren Skiver, CEO/General Manager of SunLine Transit Agency stated "SunLine is very excited to be part of this collaborative event that supports culture, art and music while enhancing community awareness of the Valley's outstanding public transit system. Music is a universal language and using it to promote SunBus service is a winner!"

"The Coachella Valley Art Scene is very excited to have the opportunity to produce a progressive community outreach project like the 111 music festival with a forward thinking transit agency like SunLine. The 111 Music Festival is an exciting way to connect the citizens of the Coachella Valley through the promotion of choice ridership and consciousness transportation. November 1st will be an exciting day to get out of your car and opt to use the bus for a day with the added benefit of getting an intimate musical performance from your favorite local musical acts!" said Ian Cush, Marketing Director for the Coachella Valley Art Scene.

More information about SunLine can be found at sunline.org. • Media inquiries contact Norma Stevens at 760-250-5366 or e-mail nstevens@sunline.org.

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SunLine Transit Agency is a joint powers authority formed in 1977 to operate the Coachella Valley's public transportation system. SunLine offers fixed route bus service and curb-to-curb paratransit for the mobility impaired. Its fixed route and paratransit vehicles travel more than 4 million miles per year, covering over 619 bus stops located throughout a 1,120 mile-service area, carrying approximately 4.82 million riders. SunLine Services Group regulates three taxi franchises who provide taxi services throughout the Valley. SunFuels alternative fueling station offers compressed natural gas and hydrogen for SunLine and the public 24 hours a day, seven days a week. To learn more, please visit sunline.org.