

RTD to debut new parade bus Saturday at Denver's annual St. Patrick's Day event

Customers who spot the bus March 13 - 17 and share photos on social media can win mobile tickets

DENVER (March 9, 2023) — The Regional Transportation District (RTD) is debuting its parade bus at the Denver St. Patrick's Day Parade on Saturday.

The special design illustrates RTD's commitment to moving people and making connections within the communities RTD serves. In celebration of the debut, an ongoing social media campaign will begin to promote interaction with the vehicle. Customers are encouraged to "spot the bus" while in service and upload a photo to social media channels. The first 50 people to post a picture of the bus while in service using the hashtag #SpotRTD will win a free mobile ticket. The contest begins Monday and will run through Friday, March 17. Followers can post on Instagram, Twitter and Facebook for a chance to win.

"The vibrant artwork emblazoned on the bus is representative of the diverse areas RTD serves," Debra A. Johnson, RTD General Manager and CEO said. "As RTD continues to make lives better through connections and to engage with customers in their communities, you can expect to see this bus rolling out across the metro area at a multitude of events."

Followers of RTD's Instagram, Twitter and Facebook accounts have already seen teaser images of the bus over the past week.

RTD will participate in several parades with the new bus in the coming year including the Juneteenth parade on June 17 and the Pride parade on June 25.

[Click here](#) to view and download a video of the bus wrap installation.

ABOUT RTD

The Regional Transportation District develops, operates and maintains a public transportation system that meets the transit needs of close to 3 million people within an eight-county service area in the Denver Metro region. For more information, visit rtd-denver.com, call 303-299-6000 and follow along on social media: www.facebook.com/RideRTD, [@RideRTD](https://twitter.com/RideRTD) on Twitter, [@ridertd](https://www.instagram.com/ridertd) on Instagram and [rideRTDco](https://www.youtube.com/rideRTDco) on YouTube. For the most current RTD news, visit the News Stop, at rtd-denver.com/news-stop.

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