

FOR IMMEDIATE RELEASE



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TANK taps Covington students' talent for Reds Opening Day Holmes students' designs to decorate Southbank Shuttle for parade

March 19, 2008 – TANK's Southbank Shuttle will roll in the 89th annual Findlay Market Opening Day Parade on March 31st wrapped in designs created and constructed by students of Holmes High School in Covington. The Transit Authority of Northern Kentucky is tapping the talents of students in classes at Chapman Career & Technical Education Center on the Holmes High School campus for the parade float. Working with the students at Chapman was a natural choice for TANK, which partners with the Chapman Center in the Business Education Success Team (BEST) program of the Northern Kentucky Chamber of Commerce.

This marks the third year TANK has partnered with Chapman students to create a "float" for the Cincinnati Reds Opening Day Parade. The students and faculty at Chapman work with TANK maintenance staff to transform one of TANK's Southbank Shuttle buses into a Cincinnati Reds-mobile for the parade. The students are designing and building the decorations for the parade "float" at their school with the assistance of TANK maintenance staff. TANK is inviting the students who are building the "float" to ride the Shuttle in the parade.

"Forming strong partnerships and associations in the community is an integral part of TANK's mission. The partnership is great for TANK and the students and we enjoy being part of the Findlay Market Opening Day Parade to show our support for the Cincinnati Reds and be engaged in the community," said Gina Douthat, director of communications and development for TANK.

TANK it to Cincinnati Reds games on the Shuttle

Ahhh, Opening Day in Cincinnati. The peanuts...the popcorn...the parking nightmares. Fans heading downtown to see the hometown team are invited to skip the parking headaches and instead try another fan favorite: TANK's Southbank Shuttle. For just \$1.25 per ride, fans can catch a Southbank Shuttle every 15 minutes from all major hotels, convention centers and a number of other convenient locations on both sides of the river. Take TANK for Opening Day and all Reds home games.



The Southbank Shuttle operates along the Covington, Cincinnati, and Newport riverfronts and has a convenient drop-off location near Great American Ball Park. The Shuttle runs until midnight on Friday and Saturday nights, until 10 p.m. Sunday through Thursday, and has extended hours for special events of 30 minutes past the end of each event. Parking is available in parking lots and garages and on the street in Covington, Newport and Bellevue near the Southbank Shuttle stops.

Convenient and accessible Shuttle stops include:

-More-

Covington

- Kenton County Parking Garage at 3rd and Madison
- 5th & Bakewell (park free and catch the Shuttle on 6th St. in MainStrasse Village)
- Willie's Sports Café
- Embassy/Marriott Garage
- MainStrasse Village

Newport/Bellevue

- Newport on the Levee
- World Peace Bell

For maps, schedules and additional information about TANK or the Southbank Shuttle, call TANK's information line at 859/331-TANK (8265) or log on to www.tankbus.org.

Riders who use the shuttle to Reds games from pick-up points in Covington will disembark near the Freedom Center on Rosa Parks Drive (Vine St.) between Theodore Berry Way and Second Street. Riders from Newport will be dropped off at the base of the Taylor Southgate Bridge near U.S. Bank Arena. Once the game has ended, fans simply return to their original drop-off point to get a shuttle back to their cars— even if the game goes into extra innings.

One important note for all TANK riders: Between 9 a.m. and 3 p.m. on Reds Opening Day, the Southbank Shuttle and all TANK fixed route service will experience routing detours in downtown Cincinnati due to street closures and traffic detours resulting from the Opening Day parade. The Southbank Shuttle will remain on 2nd and 3rd Streets during the Parade. Regular fixed route passengers should pick up their bus on Fourth Street at the Federal Reserve Building. Once the Parade has ended all regular service and routing will resume.

For more information, Reds fans are invited to call TANK at 859-331-TANK or go online at www.tankbus.org.

About TANK: The Transit Authority of Northern Kentucky is an integral part of the Northern Kentucky community, serving Boone, Campbell, and Kenton Counties as well as downtown Cincinnati for more than 30 years. Close to 4 million passengers each year rely on the more than 100 TANK buses throughout the region to get them where they need to be. TANK is on the web at www.tankbus.org.

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