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***Got a favorite spot to get a cup 'o joe?***

Nominate your favorite shop in *TANK's Colossal Coffee Contest!*

**(February 21, 2007)** – Grab some hot java and jump on board. The Transit Authority of Northern Kentucky is inviting gourmet coffee lovers to vote for their favorite coffee shop along TANK routes in Northern Kentucky.

In a creative approach to engaging Northern Kentuckians, TANK is launching *TANK's Colossal Coffee Contest* March 1. Got a favorite spot to get a cup 'o joe? If your favorite local coffee shop is on a TANK route, nominate it for the contest. TANK has routes across Boone, Kenton and Campbell counties.



Look for signs about the contest at coffee houses across the region and at Northern Kentucky University and Thomas More College, with instructions on how to cast your ballot. The contest also will be promoted with exterior signage on two TANK buses as they travel the streets of Northern Kentucky. TANK riders can pick up flyers about the contest inside all the buses. Details about the contest and nomination forms will be on TANK's website, [tankbus.org](http://tankbus.org).

"Gourmet coffee drinkers are passionate about their java and loyal to their local coffee houses," said Gina Douthat, director of communications and development for the Transit Authority of Northern Kentucky. "We wanted to engage them in a communitywide contest and, at the same time, highlight the wide network of routes that TANK serves in Northern Kentucky. With *TANK's Colossal Coffee Contest*, we can cast a spotlight on local businesses and engage the public in a little fun to chase the winter blues away."

TANK has another reason to launch the contest: Patrons of local coffee shops include a demographic that TANK wants to attract – 18- to 34-year-olds. That younger demographic is aware of the environmental benefits of public transportation and appreciates the cost savings for commuters of using public transit. The demographic represents a growth market for TANK. The age group also is a primary demographic for gourmet coffee shops. According to "The U.S. Coffee Shop Market," a survey report published in *American Demographics*, 42 percent of 18- to 34-year-olds say that when they drink coffee away from home, they head straight for gourmet coffee shops.

*TANK's Colossal Coffee Contest* will begin March 1. Go to [tankbus.org](http://tankbus.org) to view the participating coffee shops in Northern Kentucky and the TANK routes where they are located. To place your vote, visit [tankbus.org](http://tankbus.org), [CinWeekly.com](http://CinWeekly.com) (keyword: **coffee**), or [NKY.com](http://NKY.com) (keyword: **coffee**). All voting will be done online and ballots must be submitted by April 9, 2007. Only one nomination may be submitted per person. Employees and owners of coffee shops are not eligible to vote.

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The winning coffee shop will receive promotion by TANK with exterior signage on TANK buses, press releases issued by TANK and advertising in Cin Weekly. Everyone who votes for the winning coffee shop will win a free mug from TANK (while supplies last).

TANK is grateful to *CiN Weekly* and *The Kentucky Enquirer* for their generous media sponsorship of TANK's Colossal Coffee Contest.

### **Commuting on TANK**

TANK carries more than 3.6 million passengers a year, including an increasing number of daily commuters who switched to TANK after gasoline prices increased last year. TANK provides services to Kenton, Boone and Campbell counties, as well as downtown Cincinnati. It has an extensive network of 19 Park & Ride locations located throughout Northern Kentucky, making it easy for commuters to park their cars near their neighborhoods and catch TANK buses.

TANK offers a "Downtown Connection" taking people from their homes in Northern Kentucky to jobs in downtown Cincinnati. TANK's Express buses travel the expressway, providing direct access to Downtown. Other key destinations include Northern Kentucky University, Newport on the Levee, the Northern Kentucky/Greater Cincinnati International Airport, Great American Ballpark and Paul Brown Stadium. TANK operates the Southbank Shuttle along the downtown streets of Covington and Newport and in downtown Cincinnati.

Commuters can view all bus schedules on the TANK website at [tankbus.org](http://tankbus.org) or they can dial 859/331-TANK anytime between 6:00 am and 7:00 pm Monday through Friday or between 8:30 am and 5:00 pm. Saturday. A customer service representative will answer their questions about where and when to catch the bus.

A TANK monthly pass is only \$45 and gives a rider an unlimited number of times during that calendar month to ride the bus. Regular bus fare is \$1.25 each way. Fare on the Southbank Shuttle is \$1.00 per ride. Senior citizens and passengers with disabilities can ride TANK regular service for 50¢ with proof of age (65 and over) or disability, Medicare or SSI assistance. Ticket books, passes and other cost-saving cards can be purchased on the TANK website. Check out the website for the locations of other places to buy monthly passes and ticket books.

For additional information about TANK or the TANK Colossal Coffee Contest, call TANK's information line at 859/331-TANK (8265) or log on to [tankbus.org](http://tankbus.org).

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