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Salem Keizer Transit Announces Free Rides on Freedom Bus During Month of July

Salem, OR – During the month of July, Salem Keizer Transit (Cherriots) is highlighting the mobility, freedom and independence that transit offers riders by providing a Freedom Bus throughout the Salem-Keizer area, offering free rides to passengers.

"It's appropriate during the month of July when America celebrates its freedom and independence, that we also help our riders and supporters celebrate their freedom from traffic congestion and high fuel prices, their ability to be mobile in our community and their independence, connecting people with the places they need to go," stated Allan Pollock, General Manager for Salem-Keizer Transit.

The Freedom Bus, a 35' bus, will rotate randomly through the bus routes in Salem and Keizer. Riders on the route the Freedom Bus is traveling will ride free of charge. To distinguish the Freedom Bus from other Cherriots buses, it will be wrapped in patriotic red, white and blue.

"We're hoping that people who don't normally ride Cherriots buses will take a trip this month and enjoy some freedom from the high fuel prices summer always seems to bring," said Pollock.

The Freedom Bus is also a way for Cherriots to say thank you to the community for their input and support during the recent bus route redesign process. "During months of community involvement at open houses and other meetings, we heard from hundreds of people on what they wanted to see in the future," said Pollock.

"More frequency, especially during peak hours, and later hours were among the highest priorities and we will have that plan in place on September 8, 2009," Pollock announced. "Best of all," he continued, "our new route system represents a framework to build on for the future. We will be able to add routes and extend hours in the future as more resources become available."

Changes to the Cherriots bus routes and times do not affect the other services Salem Keizer Transit offers such as CherryLift, CARTS or RideShare.