

September 26, 2011

Salem-Keizer Transit Wins National Marketing and Communications Award

The American Public Transportation Association (APTA) announced that Salem-Keizer Transit (Cherriots) has won a first place prize in the 2011 Annual AdWheel Award competition. The entry was "Love That New Bus Smell" Air Freshener in the Print Media - Promotional Items category. The bus shaped air freshener was designed to commemorate and draw attention to 12 recently purchased Cherriots buses.

The AdWheel Awards honor outstanding excellence in public transportation advertising, marketing, and communications.

"Recipients of this esteemed award represent creativity to the highest standards in public transportation marketing and communications," says APTA President William Millar. "The AdWheel Award recognizes successful delivery of innovative and engaging public transit communications."

Nearly 600 entries competed in this year's competition and winners will be presented at a special ceremony on October 2 in New Orleans, LA, as part of APTA's 2011 Annual Meeting & EXPO.

Cherriots General Manager Allan Pollock said, "This is another great example of creativity and innovation by district staff. It's great to see their work recognized nationally."

