

Let BATA do the driving at the National Cherry Festival

Attention National Cherry Festival-goers: For easy access to the heart of festival activities, let the Bay Area Transportation Authority (BATA) provide bus service for as little as 10 cents a ride.

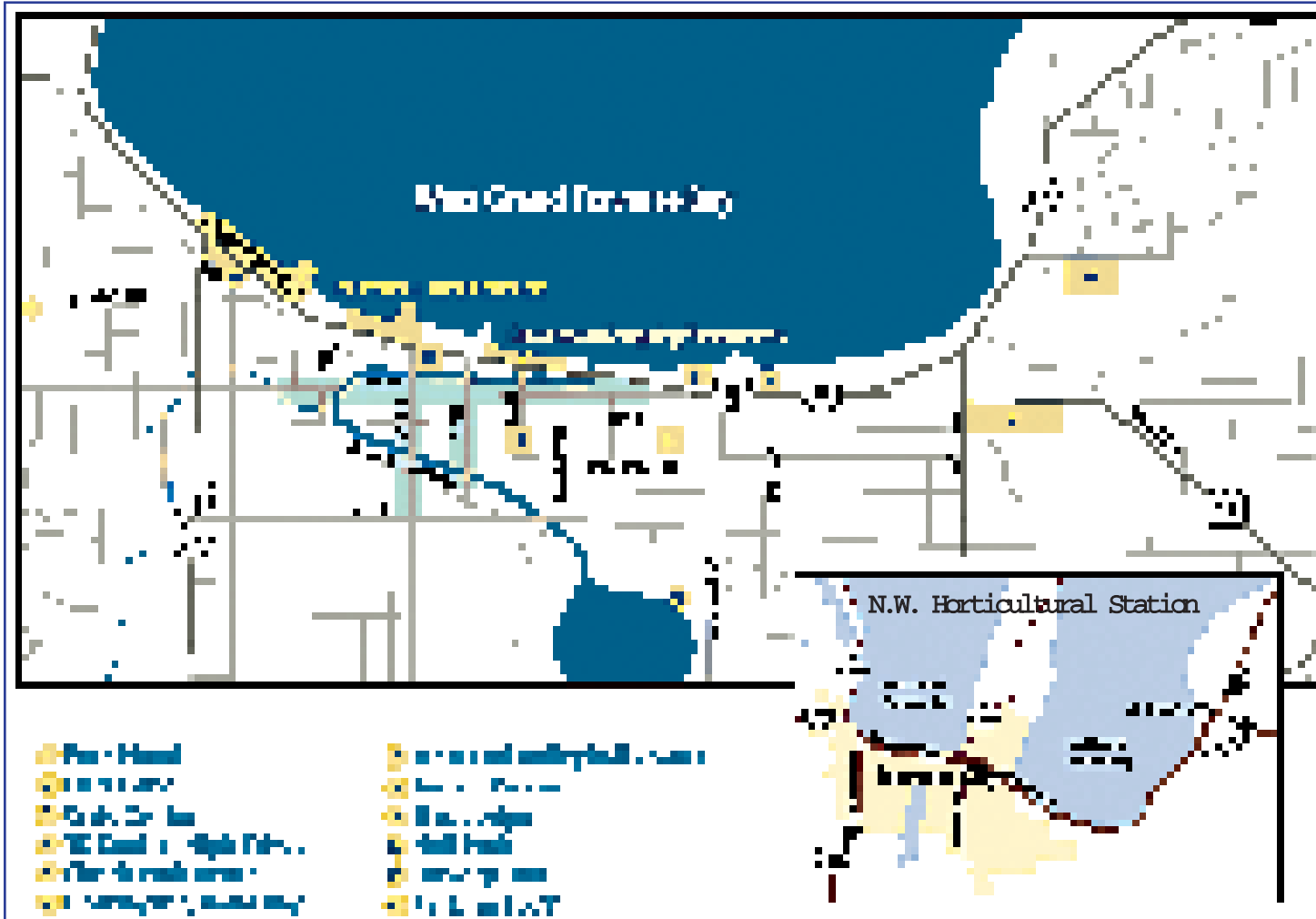
For the sixth consecutive year, BATA is providing expanded service to the Cherry Festival on fixed-route Cherriot buses. Passengers won't have to worry about parking, and can be dropped off or picked up next to the Traverse City Convention and Visitors Bureau from early morning to late evening from July 2 through the Cherry Festival, which will be held from July 3-10.

"As a proud partner of the National Cherry Festival, we are delighted to be able to provide this service again this year," BATA Executive Director Joe DeKoning said. "As more people become comfortable using the Cherriot, its popularity continues to increase. In 1999, when we first started offering Cherriot service to the Cherry Festival, we provided about 1,600 rides through festival week. During the last Cherry Festival, nearly 4,000 rides were given, and we expect to exceed that total this year."

DeKoning said BATA will add evening Cherriot service, beginning July 3, for every night during festival week. The Cherriot's downtown transfer point will be relocated from July 3-10 to Garland Street behind the Convention and Visitors Bureau, directly across from the Open Space activities and an easy walk to parades, fireworks and other events. BATA staff will be on hand at the transfer point for information and assistance.

During the festival, four Cherriot routes will provide direct service to Garland Street on the following

National Cherry Festival activities map



schedules:

Inbound departures from Target, K-Mart, Tom's East Bay and Oleson's West

Weekdays every half-hour, at 10 minutes and 40 minutes after the hour 6:10 a.m.- 5:40 p.m.

Weekday Evenings every hour, at 40 minutes after the hour 6:40 p.m.- 10:40 p.m.

Saturdays and Sunday every hour, at 10 minutes after the hour 8:10 a.m.- 11:10 p.m.

Outbound departures from Garland Street Transfer Weekdays every half-hour, at 10 minutes and 40 minutes after the hour 6:40 a.m.- 6:10 p.m.

Weekday Evenings every hour, at 10 minutes after the

hour 7:10 p.m.- 11:10 p.m

Saturdays and Sunday every hour, at 40 minutes after the hour 8:40 a.m. - 11:40 p.m.;

Last weekday outbound buses will leave the Convention and Visitors bureau at 11:20 p.m.

Last weekend outbound buses will leave the Convention and Visitors Bureau at 11:40 p.m.

The South Airport Route, which operates between Cherryland Center and Grand Traverse Mall, will add evening service July 3-10. During weekdays, connections to the heart of festival activities downtown can be made at 10 minutes after the hour at K-Mart and 40

minutes after the hour at Target. On evenings, connections to downtown must be made at Target at 40 minutes after the hour. On weekends, connections to downtown must be made at Kmart at 10 minutes after the hour.

BATA also announced the stop at Pine and State Streets will not be served by routes 2, 3, or 4 from July 3-12, and that segments of the Cherriot routes following or intersecting parade routes will not be served during the three Cherry Festival parades on July 6, July 8 and July 10. Additionally, State Street stops east of Railroad Avenue on the Tom's East Bay route will not be served

from three hours before parade times until parades are finished.

Fares for Cherriots are 50 cents for senior and disabled riders and children 12 and under when riding with an adult, and \$1 for adults, with free transfers. Special Cherriot tokens will be available during the festival at \$1 for a packet of 10. Each token is good for one trip. Tokens will be available during the festival on Cherriots and at the Garland Street transfer point.

For more information on Cherriots and other BATA services call 941-2355, or visit the website at www.bata.net.