



For Immediate Release

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The Bus to host social media contest *“Where in Merced County is Buster?”*

MERCED – As part of the ongoing 20th anniversary celebration, The Bus is launching a social media contest on Monday, August 15, 2016, offering participants the opportunity to win great prizes just for knowing their way around Merced County.

Buster, The Bus’s official mascot, will be spending 20 days riding The Bus around Merced County, sharing images and video of himself on social media at various landmarks along routes throughout the transit system. Participants who can correctly identify “where in Merced County is Buster?” will win!

Each day from Monday, August 15 through Saturday, September 3, 2016, The Bus will post on Facebook, Instagram and Twitter a new image or video of Buster. The Bus’s social media followers and friends will be able to complete a short online form with where they believe Buster is that day. The person who identifies the most correct locations over the course of the contest will win their choice of an URB-E foldable electric scooter or an Apple iPad Pro. Other participants will win one of two pairs of tickets to the Colossus Con Merced, to be held Saturday, September 17, 2016 at the Merced County Fairgrounds. Everyone who correctly identifies at least 10 of Buster’s locations will win a prize pack of The Bus branded items.

To receive the daily social media postings, participants need to follow The Bus on Facebook, Instagram (@MercedTheBus), and Twitter (@MercedTheBus or @BUSTERofMerced). Links to these pages can be found at www.MercedTheBus.com. Complete contest rules can be found on The Bus’s Facebook page and at www.MercedTheBus.com.

The Bus is the single public transportation service provider for all of Merced County. It is administered by the Transit Joint Powers Authority for Merced County and managed by the Merced County Association of Governments (MCAG).

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