**June is Ride Transit Month—Take the pledge, share your story and win!**

**May Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about Ride Transit Month.**

**Draft Email/ARTICLE TO YOUR INTERNAL NEWSLETTER COORDINATOR:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Take the pledge, share your story and win!

Do you ride transit to work? Want to ride the bus but not sure where to start? Tired of sitting in traffic and paying for gas and parking?

Whether you’re new to transit or are a regular rider, Ride Transit Month is a time to celebrate YOU, our community of riders who are helping Washington State lead the nation! During June, join [Intercity Transit](https://www.intercitytransit.com) and [Transportation Choices](https://transportationchoices.org/) as we celebrate riders. [Take the pledge](http://www.ridetransitmonth.org/pledge.html) to ride, show your support for transit, and win great prizes.

[**Take the Pledge**](http://www.ridetransitmonth.org/pledge.html) **& Win**

It takes less than a minute to show your support for public transportation. Pledge to ride transit at least three times during June and be entered to win. Go to [ridetransitmonth.org](http://www.ridetransitmonth.org) and take the ride transit pledge. Share your transit selfie, the view from your ride, or a moment in motion on social media and use the hashtag #RideTransit. You’ll be entered to win prizes and see how others are celebrating Ride Transit Month.

Intercity Transit wants to hear from you! Tell them in 150 words or less “Why I Ride” on their [Facebook](https://www.facebook.com/IntercityTransit/) page during the month of June and you could win a $250 Visa gift card. Feel free to submit a selfie along with your story. The best story will win. They’ll also randomly select 10 people who have submitted stories to win a monthly bus pass, valued at $36. Winners will be notified by private message.

It really does pay to ride!

**DRAFT SOCIAL MEDIA POSTS:**

1. Want to win a $250 gift card? Tell Intercity Transit “Why I Ride” in 150 words or less on their [Facebook](https://www.facebook.com/IntercityTransit/) page and it could be yours!
2. Happy Ride Transit Month! Whether you’re a regular rider or just getting started, you deserve to get rewarded. Pledge to ride transit 3 times in the month of June and WIN: [www.ridetransitmonth.org](http://www.ridetransitmonth.org). #RideTransit
3. Saving money and time searching for a parking spot are just a few reasons to hop on board and ride transit. Share why you #RideTransit on social media and win prizes! [www.ridetransitmonth.org](http://www.ridetransitmonth.org)
4. Where does transit take you? Share your favorite transit destination and use #RideTransit to be entered to win. [www.ridetransitmonth.org](http://www.ridetransitmonth.org)