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## NEWS RELEASE

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DATE: July 29, 2002

RELEASE DATE: Immediate Release

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### **Free Fare Day On Line 10 Celebrates SPEED's New DVD Release**

The Big Blue Bus offers free fares all day long on Line 10 Tuesday, July 30th to celebrate the release of the smash hit *Speed* on DVD. Thanks to Fox Home Entertainment, who is releasing the spine-tingling DVD of *Speed* “**Five Star Collection**”, the public can ride The Big Blue Bus' Line 10 for free. The first 1,000 passengers will receive *Speed* hats so they can ride in style. Festivities begin as the only “retro” Big Blue Bus, virtually identical to the bus used in the movie, rolls into service at 7:35 a.m. The original *Speed* stunt bus will also be on display on the Third Street Promenade across from the Santa Monica Transit Mall, for live remotes.