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## NEWS RELEASE

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### **Big Blue Holiday Bus Brings Snowmen to Santa Monica**

Santa Monica –The Big Blue Bus has brought the spirit of the holidays to the road with their Big Blue Holiday Bus. Continuing what has now become a holiday tradition the Holiday Bus, a specially decorated bus that could brighten up even the Grinch’s spirit was put into service on Thanksgiving Day.

This year’s decor is a blue and white snowy theme featuring singing snowmen crooning a modified holiday classic; “It’s lovely weather for a bus ride together with you”. The bus is also spiffy inside as it sports new bright blue colorful seats with the City of Santa Monica logo weaved into the design. The bus, sponsored in part by KOST 103.5 L.A.’s official holiday music station, will be traveling all regular Big Blue Bus lines through New Years Day.

For many in Santa Monica the Big Blue Holiday Bus has become a tradition. Several years ago the bus was called the Candy Cane Bus and featured red and white stripes on the outside and plush red leather seats. “We had so many people calling in asking where they could catch that bus. Lots of parents and teachers wanted to take their kids for a ride on it”, says Joe Sticher, Assistant Director. Due to the response the Holiday Bus has come back every year. Last years bus featured doves and words like “Peace, Love, and Joy”.

“This year we wanted to bring back the happy memories of wintertime and of course tie in something about public transportation”, says Dan Dawson, Marketing and Public Information Coordinator. “The Holiday Bus is our little way of saying happy holidays to our riders and the people of Santa Monica”.

For more information on the Holiday Bus or any of the Big Blue Bus lines visit [www.BigBlueBus.com](http://www.BigBlueBus.com) or call customer service at 310-451-5444.

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