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CONTACT: Francine Pares
949-481-7559 / 949-244-4574
francinepares@earthlink.net
www.bigbluebus.com

SANTA MONICA'S BIG BLUE BUS TO HONOR ROSA PARKS ON DECEMBER 1

***TRIBUTE WILL MARK THE 50TH ANNIVERSARY OF PARKS' REFUSAL TO
GIVE UP HER SEAT ON A CITY BUS IN MONTGOMERY, ALABAMA***

SANTA MONICA, Calif. – November 28, 2005 – The Big Blue Bus has announced that it will pay tribute to Rosa Parks and the anniversary of the Montgomery, Alabama bus boycott that sparked the civil rights movement by reserving the first seat of all its buses on December 1. A black ribbon will be draped across the seats in Parks' honor, and specially prepared information cards detailing her life story will be made available to passengers.

Rosa Parks was 92 when she passed away on October 24 at her home in Detroit. Her arrest for refusing to give up her seat to a white passenger on a segregated public bus in Montgomery Alabama in 1955 served as a catalyst for a yearlong bus strike against the city's bus system. The success of the boycott eventually helped overturn segregation laws throughout the South, and helped propel Mrs. Parks into the national spotlight as an advocate for human rights and racial equality. She was often referred to as the "Mother of the Civil Rights Movement."

"We wanted to publicly acknowledge Mrs. Parks for her dignified act of courage so many years ago, when few dared to speak out against inequality," said Big Blue Bus General Manager Stephanie Negriff. "Her lifelong dedication and belief in the rights and privileges of every human being touched a whole nation and made our country a better place to live."

The Big Blue Bus will join other public transportation agencies around the country in a national transit tribute to Rosa Parks and the anniversary of the Montgomery Alabama bus boycott on December 1.

About the Big Blue Bus:

The City of Santa Monica launched its first bus service in 1928. Since then, it has grown into one of the most efficient, customer-friendly transportation systems in the world, with over 200 buses in service carrying 22 million passengers a year over a 51-square mile area. In honor of its continuing accomplishments, the Big Blue Bus has won the prestigious American Transportation Association's Outstanding Achievement Award four times since 1983. For more information, contact the Big Blue Bus at 310-458-1975 or visit www.bigbluebus.com.

Note to Editors: *Big Blue Bus personnel will be draping the first seat of every bus with black ribbons on November 30 between XX p.m. and XX p.m. To arrange for photos or interviews with Big Blue Bus personnel or management, please call Francine Pares at 949-481-7559 or 949-244-4574.*

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