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NEWS RELEASE



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Santa Monica’s Big Blue Bus to Inaugurate New “Beach Ride” to Annenberg Community Beach House

- **Service Begins May 2 and Will Run Weekends through September 27**

SANTA MONICA, Calif. – Santa Monica’s Big Blue Bus will be launching its new “Beach Ride” service to the recently opened Annenberg Community Beach House this weekend, beginning May 2.

The Beach Ride will operate Saturdays and Sundays beginning at 9:30 a.m., with the last bus leaving the Beach House at 6:35 p.m. Buses will run about every half hour. The Beach Ride will join the many other successful Mini Blue lines that currently operate throughout Santa Monica.

In addition to the Annenberg Community Beach House, the new route will service some of the city’s most popular local spots and tourist destinations, including the Santa Monica Pier, a variety of beachfront hotels and restaurants, the Montana Avenue Shopping District, Santa Monica Civic Auditorium and the Ocean Park Library. It will also provide nearby access to City Hall, Santa Monica UCLA Medical Center, Lincoln and John Adams Middle Schools, and Santa Monica College.

The Beach Ride will cost 50 cents for a regular fare, with seniors 62 and older and disabled/Medicare passengers riding for 25 cents. Transfers will cost 50 cents for a regular fare and 10 cents for seniors and disabled/Medicare riders. Big Blue Bus Day Passes, Access Cards and EZ transit passes will also be accepted.

“This will be a fantastic convenience for people wanting to visit the new Beach House during the busy summer season,” said Dan Dawson, customer relations manager for the Big Blue Bus. “If people are looking for a quick and affordable way to get there with no hassles, the Beach Ride is definitely the way to go.”

The 5-acre Annenberg Community Beach House, which was built by William Randolph Hearst in the 1920s for actress Marion Davies, officially opened to the public on April 26. The main buildings, volleyball and beach tennis courts, meeting spaces, children’s play areas and Back on the Beach Café are open daily from 8:30 a.m. to sunset. The public pool will be open from 10 a.m. to 6 p.m. on weekends during May, then daily thereafter during the summer. Since onsite parking is limited, the city is urging the public to take transit, bike or walk there.

The Annenberg Community Beach House is a public facility located at 415 Pacific Coast Highway at Beach House Way in Santa Monica. Visit www.beachhouse.smgov.net for more information. Additional information on the Big Blue Bus Beach Ride can be obtained by calling 310-451-5444, visiting www.bigbluebus.com or by e-mail at Bus-Info@BigBlueBus.com.

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About the Big Blue Bus

The Big Blue Bus (www.bigbluebus.com) operates a fleet of over 200 energy efficient vehicles, transporting more than 80,000 passengers a day across a nearly 52-square mile service area. Nationally recognized for its long-standing commitment to a cleaner environment, the entire fleet operates on alternative fuels, including liquefied natural gas (LNG), which helps cut emissions by over 80 percent. Serving Santa Monica and the Los Angeles area since 1928, the Big Blue Bus has an 86 percent on-time performance record and has won numerous national awards for its customer service, safety and efficiency.