



NEWS RELEASE

Mountain Line Launches Google Transit on Their Website

FLAGSTAFF, AZ – Mountain Line is the first transit system in Arizona to offer Google Transit on their website. Google Transit in Google Maps is a public transportation planning tool that combines the latest local transit information with the power of Google Maps. More than 256 cities around the world are now covered by Google Transit, which can be accessed in 12 different languages, using a screen reader for the visually impaired, and on cell phones via Google Maps for Mobile.

Flagstaff residents and visitors can now visit www.mountainline.az.gov to plan their next bus ride. An easy to follow screen allows riders to input their starting point and destination. Google Transit then provides a detailed map of the Mountain Line route, bus stop location, alternative departure and arrival times, and fare information. Everything you need to know...whether you're a first time rider or an experienced transit user.

To encourage riders to experience this new feature, Mountain Line is offering a chance to win a new Inspiron Mini 9 Netbook to anyone who visits their website between April 13 through May 24, 2009 and registers to win by clicking on the contest link. The winner will be announced the end of May.

"Becoming part of Google Transit was a win-win decision for Mountain Line. This allows us to offer our passengers the convenience of automated trip planning at no cost to the agency," states Jeff Meilbeck, General Manager of the Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA). "As more and more new riders are turning to transit to save money and the environment, Google Transit makes that transition easier."

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NAIPTA is the transit agency in Northern Arizona operating the Mountain Line and Mountain Lift systems in Flagstaff, the Sedona RoadRunner in Sedona, and the RoadRunner Cottonwood Express between Cottonwood and Sedona. NAIPTA also coordinates services with Mountain Campus Transit at Northern Arizona University and Cottonwood Area Transit in Cottonwood. Contact 928-779-6624 or www.naipta.az.gov for more information.



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