



## Loudoun County, Virginia

[www.loudoun.gov](http://www.loudoun.gov)

## NEWS RELEASE

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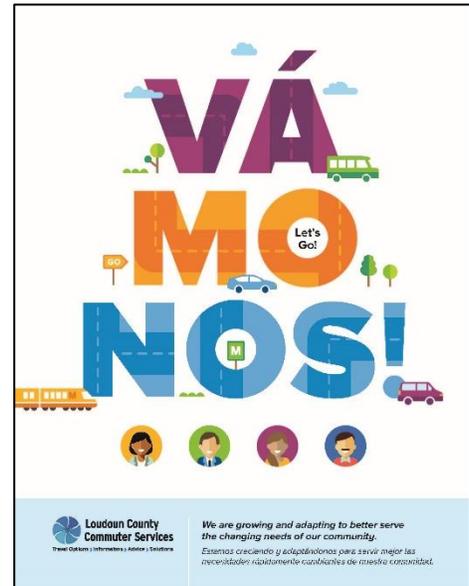
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### Loudoun County Transit Wins Marketing Award

Loudoun County Transit and Commuter Services has received statewide recognition for its marketing efforts, winning the 2019 Outstanding Public Transportation Marketing Award from the Virginia Transit Association.

The award is for the “Vámonos! Let’s Go” campaign, which features a bilingual English/Spanish brochure that highlights the various transit services offered by Loudoun County along with other commuting options such as carpooling and vanpooling.

The 16-page brochure features colorful icons and user-friendly language in English and Spanish to describe the various transit services and commuting options available in the county. It also includes a How to Ride section for each of the bus services operated by the county: Local, Metro Connection and Premium Commuter.



The brochure is part of the county’s efforts to meet the needs of a dynamic and changing community. One of the goals of the county’s Transportation Demand Management plan is to address the unique geographic, generational, cultural and linguistic needs of Loudoun commuters. Since 2000, Loudoun’s Hispanic population has grown from less than 6% to more than 14% of the county’s total population.

Loudoun County Commuter Services assists people who live, work or play in Loudoun by providing programs and services that make it easier to get around without a vehicle or for those that choose to share the ride. The county encourages the use of buses, carpools, vanpools, biking, or walking and other alternatives to driving solo.

More information, including a link to the brochure, is online at [loudoun.gov/commute](http://loudoun.gov/commute).

Anyone who would like bulk copies of the brochure may contact Loudoun Commuter Services at [rideshare@loudoun.gov](mailto:rideshare@loudoun.gov).

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