



FOR IMMEDIATE RELEASE:

Event planned for National White Cane Safety Day

(Louisville, KY – October 13, 2008) MV Transportation’s Louisville, Ky. location is gearing up for National White Cane Day on October 15. The Transit Authority of River City (TARC) team will celebrate with local groups to show the importance of white canes and guide dogs in the ongoing improvement of mobility and safety for individuals with disabilities.

“MV is proud to once again partner with TARC to assist in educating the public of the hazards faced by members of the visually impaired community,” said Alexander Borromeo, MV’s Louisville General Manager. “This is our second year, and yet there was already a great demand that we make this an annual event. MV is committed to TARC and Metro-Louisville in making this a safer place for all, and will continue to co-sponsor White Cane Safety Day.”

The event will be held from 11 a.m. to 2 p.m. at Fourth Street Live, with street crossing demonstration at 12:30 p.m. Visually impaired citizens will demonstrate how effectively and competently blind citizens can cross a busy intersection utilizing guide dogs, white canes and learned skills. Dr. Bill Penrod, part of the University of Louisville School of Education and Human Development, will discuss how visually impaired citizens depend on the sound of traffic to alert them it is safe to cross the street.

Congress approved a joint resolution on October 6, 1964 designating October 15 of each year as White Cane Day. For more than 40 years this day has been set aside as a safety reminder to promote consideration of visually impaired individuals utilizing our streets and roadways on foot and through the use of mobility devices. This day has become a symbol of independence and freedom for visually impaired individuals.

Groups participating in the day’s activities also include Metro Government, Transit Authority of River City, The American Printing House for the Blind, The Metro Disability Coalition, Greater Louisville Council of the Blind, University of Louisville, Visually Impaired Persons of Louisville, and many other members of the community. Various organizations will provide information on support products and services that are available to the blind community.

Based in Fairfield, California, MV is the largest private provider of paratransit services and the largest privately-owned transportation contracting firm in the United States. The company employs more than 12,000 dedicated transit professionals and operates more than 190 paratransit, fixed-route, shuttle and Medicaid contracts in 24 states.



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Contact:

Nikki Frenney, VP of Marketing and Government Relations

Phone and fax: 707-863-8739

Email: nfrenney@mvtransit.com

Website: www.mvtransit.com