



CITY OF SHREVEPORT
MAYOR ADRIAN PERKINS

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FOR IMMEDIATE RELEASE

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SporTran riders encouraged to “Bring It On The Bus” for a cleaner Shreveport

As part of the City of Shreveport’s #CleanerShreveport campaign, SporTran Transit is announcing its “Bring It On The Bus” initiative aimed at ridding area bus stops of litter.

“A simple act can make a tremendous difference in eliminating trash in many of our high traffic areas across the city,” said Mayor Adrian Perkins. “The goal is to compel people to think twice before improperly disposing of trash and to look for ways to get rid of litter in a manner that preserves the integrity of our city.”

“Bring It On The Bus” encourages public transit riders to deposit small trash items they are traveling with in the receptacle located inside the bus. The program is being launched in an effort to mitigate the trash left at city bus stops and the surrounding areas. SporTran staff will empty the trash brought onto the bus as needed.

“We’re excited to be part of the City of Shreveport’s #CleanerShreveport campaign,” said SporTran CEO Dinero Washington. “Our bus shelters in Shreveport have trash cans, but many of our bus stops do not because of limited space available around them. That’s why we are encouraging our passengers to deposit trash in the trash can on the bus, and we will take it from there. Even small steps like this can make a big impact towards keeping Shreveport clean.”

For more information, please contact Leslie Peck, SporTran Director of Marketing and Communications, at (318) 401-7169.

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