



Redding Area Bus Authority



FOR IMMEDIATE RELEASE

February 12, 2010

Contact: Chuck Aukland
RABA Transportation Manager
530-225-4170

PRESS RELEASE

**LOCAL BUSINESSES PROVIDE
RABA BUS TICKETS TO NON-PROFITS**

Redding CA – Due to generous local businesses, **RABA’s First Annual Helping Hearts** is a huge success! The Redding Area Bus Authority (RABA) and local businesses partnered to provide Redding area non-profits RABA bus tickets to make Valentine’s Day truly special for families in our community who are in need of services, but are without transportation.

This Friday, February 12, from 12:00 PM to 1:00 PM, in the Redding Chamber of Commerce conference room (747 Auditorium Drive), Helping Hearts donors and recipients are invited to **RABA’s First Annual Helping Hearts Reception**. Donors will personally pass along bus tickets to their chosen non-profit(s), and recipients will have the chance to say thank you in person and share more about the services they provide.

“RABA is pleased to be a part of this partnership, grateful for the generosity our local businesses have shown, and for the awesome services these non-profits provide to our community,” said Brian Crane, RABA Executive Officer. Each \$100 **Helping Heart** gift provides 100 RABA tickets (a 30% discount from the regular ride price of \$1.50) to their non-profit of choice.

Businesses and non-profits are being recognized with a 24 inch **Helping Heart** placed on the exterior of a RABA bus window (through March 1) and linked on www.RABAride.com.

To date, donors and recipients are as follows:

DONORS

Shasta Regional Medical Center

RECIPIENTS

- (1) Empire Recovery Center
- (2) Kids Unlimited
- (3) Krista Foster Homes
- (4) Rowell Family Empowerment
- (5) Good News Rescue Mission

- more -

REDDING AREA BUS AUTHORITY

www.RABAride.com

777 Cypress Avenue, Redding, California 96001-3396 • (530) 225-4171 • fax (530) 245-7024



Redding Area Bus Authority



- page two -

DONORS

McDonald's

Mt. Shasta Spring Water

Anonymous

Apex Technology Management, Inc.

BobCat of Preston

Dutch Bros. Coffee

Far Northern Regional Center

Hilton Garden Inn

Holly Bail Bonds

Jeen Wopat

Keith and Suzanne Hunting

MD Imaging, Inc.

Platinum Auto Glass

Robert R. Roberts Memorial Foundation

Simpson University

SST Oil

Tasha Hepburn at Ray Morgan

Veolia Transportation

RECIPIENTS

(1) Good News Rescue Mission

(2) Teen Challenge International

(1) Good News Rescue Mission

(2) Shasta Women's Refuge

CA Employer Advisory Council

Good News Rescue Mission

Victor Youth Services

Anderson Cottonwood Christian Assistance

Shasta Women's Refuge

Shascade

Shasta Women's Refuge

People of Progress

Northern Valley Catholic Social Services

Northern Valley Catholic Social Services

Legal Services of Northern California

Golden Umbrella

Good News Rescue Mission

Far Northern Regional Center

Child Abuse Prevention Council

Martin Luther King Jr. Center

Check out RABA's web page, www.RABAride.com, to learn how to ride the bus. Route schedules and bus stops are clearly marked and there is a number to call with questions. RABA provides rides to over 650,000 people each year. We have been serving the Redding, Shasta Lake and Anderson communities since 1981, along with Burney, Montgomery Creek, Round Mountain and Bella Vista.

REDDING AREA BUS AUTHORITY

www.RABAride.com

777 Cypress Avenue, Redding, California 96001-3396 • (530) 225-4171 • fax (530) 245-7024