



GRTC LAUNCHES RIDER REWARD PROGRAM: RIDEGRTC REWARDS



RICHMOND, Va. (May 15, 2017) – GRTC is pleased to introduce a new rider rewards program, **RideGRTC Rewards**. GRTC already connects riders with each other and exciting and important destinations. RideGRTC Rewards is our way of thanking loyal GRTC riders, and further connecting them with the best of RVA.

By riding GRTC or shopping through our [Online Transit Store](#), riders can get discounts at [local favorite merchants](#), like Capital Ale House, the Richmond Flying Squirrels, the Science Museum of Virginia, Segway of Richmond, and Burger Bach, to name a few. Rewards include discounts on food, drink, sports, fitness, museums, and more, which you can [explore on our new website](#).

GRTC CEO David Green says, “This program was created in response to our riders requesting to be rewarded for frequently riding GRTC. We are thrilled to thank our riders for their loyalty!”

There are two easy ways riders get rewarded; no special coupons or member cards are needed. Simply **Flash Your Pass** or shop in our **Online Transit Store**.





Flash Your Pass lets riders use any [Unlimited Ride Pass](#) to receive discounts from local top merchants. Simply Flash Your Pass at a participating merchant to receive a reward. [Check out all our partners and rewards online.](#)

When riders purchase transit passes through our [Online Transit Store](#), they are automatically entered for a chance to win a monthly RideGRTC Rewards prize. This ensures GoCard and Vanpool users also get rewarded. [Winners are announced](#) at the beginning of each month. The first prize will be drawn randomly from all Online Transit Store purchases made in June.

GRTC encourages riders to check back often as we add more rewards and participating merchants. Also look for the RideGRTC Rewards sticker on merchant windows or doors.



Riders can also plan their trip on GRTC to partner destinations by clicking the “Plan Your Trip” button on each reward, which makes connecting with the best of RVA even easier.



Capital Ale House Downtown

15% OFF ALL FOOD PURCHASES

15% off all food purchases when you show your unlimited ride pass. Cannot be combined with other offers.

[VIEW WEBSITE](#)

[PLAN YOUR TRIP](#)

“Capital Ale House is proud to partner the GRTC, who provides a valuable service to the Richmond area. The GRTC rewards program is a great way to connect directly with our community and reward those who are utilizing public transportation,” says Amy DuFour of Capital Ale House.

One of Richmond’s most unique ways to explore the City is with Segway of Richmond. Buck Ward explains, “Partnering with GRTC was a no brainer for us. At Segway of Richmond, we



showcase the best of RVA which is exactly what GRTC does too! It's a win-win for everyone; our customers get a discount and GRTC riders get rewarded."

In the Richmond Kickers' 25th Year, Bastiaan Fehrman says, "The reason we partner up with the GRTC rewards program is because we truly believe in local partnerships. It is important to support a program like this and to work together in this fantastic RVA community."

It is easy for merchants to partner with GRTC; there is no fee to participate and the merchants pick the rewards they want to offer riders. Merchants interested in joining can contact Jon Owens at 804-474-9912 or [email](#). Here are some of our great partners:



PARTICIPATING MERCHANTS

			
			
			
			
			

To learn more about the RIDE GRTC REWARDS program or becoming a Merchant Partner, contact Jonathan Owens at 804-474-9912.

GRTC also wants to hear what people think about RideGRTC Rewards; [connect with us](#).

[Check out our FAQs for RideGRTC Rewards](#). Explore the best of RVA on GRTC and get rewarded!

Connect With GRTC:

Visit ridegrtc.com

Call GRTC Customer Service Center at 804-358-GRTC (4782).

				
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GRTC Transit System's mission is to provide clean, safe, and reliable transportation and to improve mobility and access throughout Central Virginia.