

GRTC to unveil first bus celebrating Richmond region's LGBTQ+ community

RICHMOND, VA (July 1, 2022) – Mayor Levar Stoney, GRTC, Virginia Pride, and its community partners will unveil a new bus theme symbolizing the Richmond Region's efforts in becoming more welcoming and inclusive to the LGBTQ+ community Tuesday, July 5, at 3:00 pm, behind Richmond City Hall at 900 East Marshall Street.

GRTC initiated the design of the "Pride Bus" in cooperation with Virginia Pride as part of GRTC's partnership program. It is the first bus wrap in the program themed on celebrating the diversity, equity, and inclusion of its staff, riders, and community. It also celebrates the Richmond region as a welcoming and vibrant place to live, work, visit, and play.

"The 'Love Connects' Bus Wrap celebrates GRTC's Pride in supporting our staff, riders, local communities, and regional visitors, not regardless of who *they* are, but with intentional inclusivity and representation of who *we all* are," said GRTC CEO Julie Timm. "The elegant simplicity of this image embedded within our GRTC branding is a continuous reminder that we are our people and that transportation is fundamentally about connecting people and communities to each other."

The Pride Bus will be in service for at least one year. The wrap features the bright "progress" colors that symbolize the LGBTQ+ community in a graphic that extends the length of the bus.

"Virginia Pride and our community partners are honored to join with GRTC for this historic initiative as part of our 'Endless Summer of Pride' campaign celebrating diversity and inclusivity in the Richmond Region," said James Millner, Director of Virginia Pride. "It is vitally important that the LGBTQ+ people see themselves represented in the infrastructure of our broader community and this Pride Bus is another big step in achieving that. It sends a very powerful message."

The bus is interactive with QR codes on board taking riders to otrva.com where they can stay connected with the best LGTBQ+ events and activities in the Richmond region. Events and resources are hosted on the organization's website from LGBTQ+ affinity groups including Black Pride RVA, the Richmond Triangle Players, Diversity Richmond, Stonewall Sports, and Nationz Foundation.

###

CONTACTS:

Mike Frontiero
Communications & Marketing Director, GRTC
mike.frontiero@ridegrtc.com

James Millner
Program Director, Virginia Pride
james.millner@vapride.org