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GRTC Launches Holiday "Season of Access" Campaign

City of Richmond, Mad Skillz and Venture Richmond join GRTC to spread holiday joy through gift giving, festive lights and community celebrations.

RICHMOND, Va. – GRTC is launching *Season of Access*, a regional holiday campaign bringing together the City of Richmond, Mad Skillz, Venture Richmond and community partners to spread holiday cheer through gift giving, festive lighting at Pulse stations and participation in the Richmond Christmas Parade.

A centerpiece of the campaign is "*Santa's Got Skillz*," a holiday gift drive featuring Richmond hip-hop legend and Grammy Award-winning songwriter Mad Skillz. Inspired by the generosity he experienced growing up in Richmond, Skillz is teaming up with GRTC to fill its colorful Art Bus with new, unwrapped gifts for local kids and teens.

"I can't think of a better way to spread holiday cheer than bringing together generous nonprofit partners, talented artists, GRTC and Venture Richmond to support local children and teens," said Richmond Mayor Danny Avula. "Thank you to Mad Skillz for inspiring us to do big things right here in our community, where it matters most."

Gifts will benefit ASK Childhood Cancer Foundation, Peter Paul Development Center, Ronald McDonald House Charities of Richmond and Boys & Girls Clubs of Metro Richmond. Collection events are planned for December 5 and 9–12 at locations throughout the region, with additional details to be announced.

Season of Access also includes holiday lighting at select Pulse stations in partnership with Venture Richmond, bringing a festive glow to Richmond's transit corridor and creating a welcoming holiday atmosphere for riders, residents and visitors.

"We're excited to partner with GRTC to bring festive lighting to some of Downtown's Pulse stations. We encourage everyone to include GRTC transit and Downtown in their holiday outings and shopping plans!" said Lisa Sims, President and CEO of Venture Richmond.

The celebration continues at the Richmond Christmas Parade on December 5, where Skillz will join GRTC employees and leadership aboard a festive float, accompanied by GRTC's Art Bus.

"Access is about more than getting from one place to another. It's about connecting people to the moments and opportunities that matter," said GRTC CEO Sheryl Adams. "This holiday season, we're proud to work with incredible community partners to deliver joy across the region."

Through GRTC's Open Access service, everyone can ride without paying a fare, making it easier to connect with loved ones and enjoy the season.

For campaign updates, gift collection locations and ways to participate, visit https://www.ridegrtc.com/season-of-access/

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