



FOR IMMEDIATE RELEASE  
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## **EXPERIENCE JACKSON PROVIDES FREE SHUTTLE SERVICE NEW YEAR'S EVE BETWEEN HOTELS AND DOWNTOWN JACKSON**

JACKSON, MICH. – Experience Jackson will provide free shuttle service between downtown Jackson and select Jackson County Hotels this New Year's Eve. In the second year of the program, Bus with Us will provide a safe alternative to driving on one of the biggest celebration nights of the year.

There will be no charge for rides. Jackson Area Transportation Authority (JATA) busses will carry passengers along two routes between 7 p.m. on Saturday, December 31, and 2 a.m. on Sunday, January 1. Pickups and drop-offs will follow a continuous system between downtown Jackson and area hotels, with downtown stops falling every 30 minutes from the front of the Jackson County Chamber of Commerce and Experience Jackson's building, at 134 W. Michigan Ave., Jackson.

"We are excited to be a partner in helping to promote a safe New Year's Eve experience," said Michael D. Brown Sr., Executive Director/CEO of Jackson Area Transportation Authority.

Experience Jackson has coordinated Bus with Us to ensure a safe and enjoyable New Year's Eve option for those celebrating locally. A variety of downtown restaurants and bars will be open, along with special events to mark the turn of the calendar.

"We're proud to make the connection between Downtown Jackson and our hotels," said Rachel Buchanan, Marketing and Development Manager of Experience Jackson. "There are so many great restaurants and businesses to support downtown, and this makes it easy and safer to do so while you celebrate".

Experience Jackson works alongside non-profits and service groups to make this event happen. Email [Rachel@ExperienceJackson.com](mailto:Rachel@ExperienceJackson.com) to learn more about volunteer opportunities available during the event.

For additional details, bus schedule, participating hotels, and a connection to downtown Jackson New Year's Eve events, visit [www.ExperienceJackson.com/BusWithUs](http://www.ExperienceJackson.com/BusWithUs).

### **About Experience Jackson**

For more information about Experience Jackson, contact [Rachel@ExperienceJackson.com](mailto:Rachel@ExperienceJackson.com), or visit [www.ExperienceJackson.com](http://www.ExperienceJackson.com). Experience Jackson's mission is to strengthen the positive perception of Jackson County as a must-visit destination to increase revenues and stimulate economic development and growth for the community.

#### **About Jackson Area Transportation Authority**

Jackson Area Transportation Authority is a multi-service system providing county-wide transportation services to all residents within Jackson County. Transportation is an essential part of our vibrant community. JATA strives to ensure everyone has access to transportation, so they can get to school, work, healthcare, shopping, and social activities. JATA can be found online at <https://mijata.org/>.

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