



FOR IMMEDIATE RELEASE

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RAVE ASSOCIATES JOINS EXPERIENCE JACKSON TO PROVIDE 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. The program, Bus with Us provides a safe alternative to driving on one of the biggest celebration nights of the year.

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. There will be no charge for rides.

Rave Distributors has joined Experience Jackson as a major sponsor of the 2022 program.

"As a family-owned beer and wine distributor serving Jackson for more than 40 years, Rave Associates is proud to sponsor the JATA shuttle bus to help ensure everyone gets home safely this New Year's Eve," said Jim Warbritton, Rave Associates president. "We are proud to partner with JATA, law enforcement and other community partners to promote the responsible use of alcohol and reduce drunken driving year-round. It's never safe to get behind the wheel after drinking, and we encourage all Jackson-area residents celebrating the new year to take advantage of the free shuttle this New Year's Eve."

In addition to the sponsorship of Rave Associates, Experience Jackson is pleased to have the support of both the City of Jackson Police and the Jackson County Sheriff's office.

"The Sheriff's Office wants the community to celebrate safely this New Year's Eve," said Gary R. Schuette, Jackson County Sheriff. "It is a great way to ensure you start out the New Year fresh without any regrets".

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.

Experience Jackson works alongside non-profits and service groups to make this event happen. Email 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.

About Experience Jackson

For more information about Experience Jackson, contact Rachel@ExperienceJackson.com, or visit 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 Rave Associates

Rave Associates, importers and distributors of fine wine and beer, has been in business for over 40+ years serving the needs of Southeastern Michigan, marketing products directly to licensed accounts in Genesee, Jackson, Lenawee, Livingston, Oakland, Macomb, Monroe, Washtenaw, and Wayne Counties.

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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