



NEWS

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FOR IMMEDIATE RELEASE:

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El Pollo Loco Joins OCTA in Urging O.C. to 'Dump the Pump'

*June 14 kick-off event highlights other travel options
and for participants' names to be featured on 40-foot bus*

ORANGE – The Orange County Transportation Authority (OCTA) is offering coupons, prizes and maybe even your name on the side of a bus if you pledge to ditch your car and let someone else do the driving as part of Dump the Pump week from June 14 to 18.

Riders can log on to <http://www.OCTA.net/dumpthepump> until June 18 and pledge to “Dump the Pump” by choosing not to drive solo or using other forms of transportation. Participants who register will have a unique opportunity for their names to be featured on a 40-foot bus that will crisscross Orange County for approximately one year.

The first 50 people to attend a special Dump the Pump kick-off event at 6 a.m. on Monday, June 14 at the Fullerton Transportation Center will receive El Pollo Loco certificates for a free two-piece chicken meal. Additionally, everyone who pledges to Dump the Pump will be entered into a drawing. One lucky winner will receive a year of free meals from El Pollo Loco worth more than \$500.

“El Pollo Loco is proud to join OCTA in spreading the word about fuel conservation,” said El Pollo Loco CEO and President Steve Carley. “We encourage the people of Orange County to explore the many different transportation options available to them.”

The American Public Transportation Association (APTA) sponsors the national Dump the Pump program that begins across the country June 14. OCTA’s week-long promotion will kick off with a rider appreciation event from 6 to 8 a.m. June 14 at the Fullerton Transportation Center, 120 E. Santa Fe Ave. OCTA officials will be on hand to thank current customers and welcome new riders at 6 a.m. Participants at the event can add their names to a parked bus that later will be fully covered with names of all participants of Dump the Pump week from across Orange County. OCTA also created unique badges that participants can proudly display on their social media sites such as Twitter and Facebook to share how they used other transportation options instead of driving.

“Instead of driving alone, commuters have a wide array of options when it comes to commuting,” OCTA Chairman Jerry Amante said. “Commuters can either take the buses, ride Metrolink trains, carpool, vanpool and even bike to work or walk.”

Each year, public transportation in the U.S. saves 1.4 billion gallons of gasoline a year, equivalent to almost 4 million gallons of gasoline per day.

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