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SCAT Ride Guide receives national recognition

Sarasota County Area Transit (SCAT) has won a first-place award from the American Public Transportation Association (APTA) for the SCAT Ride Guide. SCAT took the top honor in the category of Schedule/Notice Timetable in the 2010 AdWheel competition sponsored by APTA.

“We’re quite honored to be recognized by our peers in the public transportation sector for our ride guide,” said Anthony Beckford, SCAT general manager. “This award reflects the hard work to produce a quality ride guide by staff of SCAT and our Communications department.”

Designed in a visually appealing format, the SCAT Ride Guide includes general information about SCAT services and individual routes and schedules, making it easier for customers to plan their ride.

Each year, APTA honors members’ marketing and communications efforts with the AdWheel Awards. The awards will be presented at a special ceremony on Oct. 4 during the APTA annual meeting in San Antonio.

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