

METRO News Release

Contact

Hillary Foose
METRO light rail
Ofc: (602) 322-4468 Cel: (602) 697-1705
hfoose@metrolightrail.org

For immediate release

June 1, 2010

METRO Max Rewards to highlight amazing offerings and discounts along the line

Sign up for the program and your chance to win Dutch Bros. Coffee for a year!

PHOENIX — METRO light rail wants to connect its riders with the amazing array of businesses along the 20-mile line. Get to know these businesses and their special discounts for transit users through the METRO Max Rewards program.

Every Wednesday beginning tomorrow, June 2, METRO Max Rewards will share with email subscribers, Facebook fans and Twitter followers exclusive money-saving discounts, fun contests and giveaways and special event previews from businesses within a half-mile of the line. The discounts are redeemable using a valid transit pass.

Signing up for METRO Max Rewards is free and easy: 1) become an email subscriber; 2) like us on Facebook; or 3) follow us on Twitter. Direct links and the email sign-up form are available from www.metrolightrail.org.

Businesses along the line continue to be welcomed into the program. It is free to join; simply visit www.metrolightrail.org/metromax to download the Partner Participation Packet.

Free coffee for a year

In celebration of the METRO Max Rewards launch, Dutch Bros. Coffee has generously offered to give one rider a year's worth of free coffee! To enter, sign up to receive METRO Max Rewards and send a photo of you in front of your favorite Dutch Bros. location. There are six locations Valleywide; two of which are next to light rail stations at Central/Camelback and University/Rural.

The contest will begin today through Tuesday, June 15. Email photos to max@metrolightrail.org. More contest details can be found at www.metrolightrail.org/metromax.

About METRO

METRO is responsible for the development and operation of the region's high-capacity transit system. The first 20-mile light rail line opened Dec. 27, 2008 and served 11.3 million riders in 2009, exceeding all first-year ridership projections. METRO will continue to refine its 20-mile operation, while also planning for 37 miles of future extensions.

About Dutch Bros. Coffee

Dutch Bros. is committed to serving customers with a consistent quality product in a timely manner with a smile. Baristas are trained to build coffees as fast as possible without sacrificing quality and continuing to maintain solid communication with the customer. Dutch Bros. also roasts all of its own coffee ensuring freshness from the farmer to the cup and mixing in its own special blend of Dutch Chocolate milk and Kick Me Mix. Coffee franchise locations are locally owned and operated and every retail outlet gives back to their community with one percent of gross sales, which comes to about \$750,000 annually. www.dutchbros.com

