



For Immediate Release  
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## 2021 SMART Holiday Giveaway Brings A Little Cheer for Riders!

Detroit, MI – SMART is excited to announce that despite the obstacles of the past two years, we are back again with the 9th Annual Holiday Giveaway!

For nearly a decade SMART has brought holiday cheer to public transportation riders through the gift of free rides. Transportation remains an obstacle for many in our community and can be the source of stress for those trying to get to work, grocery stores, doctor's appointments, or to see family. We're hoping to ease that burden for many during a time of year that can be financially burdensome.

The three-day Holiday Giveaway is set to kick off the week of December 13th, to spread yuletide cheer before holidays. During the week, SMART will be surprising passengers with a SMART Courtesy Pass or a 31 Day Dart Regional Pass while supplies last.

"The pandemic has been incredibly hard on many families by making financial and transportation situations more difficult. The SMART Holiday Giveaway is a great way to let them know that we are there to help them," said Dwight Ferrell, General Manager of SMART. "Since the pandemic started SMART has provided critical transportation throughout the region and we're grateful for our riders including essential workers to those who are re-starting their commute back to the office. With this giveaway we are able to show our appreciation by gifting a free trip to make their day and holiday a little easier."

This is a favorite event at SMART! For our dedicated drivers, it's a way to share the holiday cheer with their passengers and it is especially great for our riders who depend on public transportation.

Passes are randomly handed out to passengers in each of the counties, Macomb, Oakland, Wayne during the week of December 13th.

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*Serving residents since 1967, SMART is southeast Michigan's regional public transportation provider, offering convenient, reliable, and safe transportation for Macomb, Oakland, and Wayne Counties. SMART fixed route, FAST, small bus and the new Flex and Quick Connect on-demand services get people to employment; educational institutions; medical appointments; shopping centers; entertainment; and cultural destinations throughout the region. For route and fare information, visit [smartbus.org](http://smartbus.org).*