



FOR IMMEDIATE RELEASE

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RYDE Racine Launches “Why We RYDE” Campaign to Celebrate Public Transit “RYDERS”

Racine, WI – RYDE Racine is proud to announce the launch of [#WhyWeRYDE](#), a new public awareness campaign spotlighting the stories of riders and the benefits of using public transportation in Racine. Through compelling photo and video testimonials, the campaign will amplify the voices of local residents who utilize RYDE Racine to connect with their jobs, errands, appointments, and the wider community.

The ongoing campaign will feature stories like that of Bill Anderson, a Racine resident who depends on the bus system to commute to his job at TwinDisc. For Bill, public transit is more than a mode of transportation; it’s a lifeline. “It’s so convenient,” Bill explains. “With multiple routes near my house and my job, I’ve got options. And it’s affordable—just \$2 a ride compared to nearly \$20 with a rideshare service. The bus drops me right at my job’s doorstep.”

The [#WhyWeRYDE](#) campaign will showcase real riders like Bill to highlight how public transit enriches lives, fosters community connections, and offers practical, cost-effective alternatives to driving. Local photographer Heidi Wagner and videography team from [Varitay Studios](#) have captured riders’ stories, bringing their experiences to life through striking visuals and engaging content.

“We want to celebrate the people who use public transit and showcase its critical role in Racine’s economy and community,” said Trevor Jung, Transit & Mobility Director. “Through [#WhyWeRYDE](#), we aim to increase awareness of how RYDE Racine positively impacts the lives of our residents.”

Follow the [#WhyWeRYDE](#) campaign this summer by checking out RYDE Racine on social media.



About RYDE Racine

With over 1 million unique rides provided annually, RYDE Racine delivers reliable, affordable, and accessible public transit services to residents and visitors of Eastern Racine County. Learn more at [RYDEracine.com](https://ryderacine.com).



Caption: Bill Anderson, Michelle Gonzalez, and Kristen Hoskins riding the bus to work.

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***Racine, Wisconsin**, is a thriving city located on Lake Michigan with a rich history and diverse population of about 78,000. Known for its historic downtown, award-winning architecture, top freshwater beach, strong community, and notable contributions to history and innovation, Racine is a wonderful place to live, work, and explore. From its progressive history as part of the Underground Railroad to its status as the Kringle Capital of America, there's always something new to discover in Racine.*