



FOR IMMEDIATE RELEASE

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Valley Regional Transit and Boise GreenBike Offer Special Services for Treefort Music Fest

Valley Regional Transit (VRT) and Boise GreenBike will make it easy and free to get to and from the various venues of the Treefort Music Fest in downtown Boise by offering free rides.

VRT will operate the “Treeline” bus circulator from 6 p.m. until midnight March 20 through March 23. The service will operate along Main and Idaho streets between 14th and 4th streets. In addition, everyone with a Treefort wristband will be able to ride any regular VRT bus route free Wednesday through Saturday. There is no bus service on Sunday.

“Sometimes it’s hard to get from one end of downtown to the other to see the acts on your list,” said Valley Regional Transit Executive Director Kelli Badesheim. “We wanted to offer services that support this event in a meaningful and sustainable way.”

In addition to saving the feet of Treefort fans, the Treeline service will provide a pop-up venue for some of the musical acts coming to town. VRT is working with Treefort to find bands to play music on the circulator buses.

Boise GreenBike is also making it easier for people to get from one venue to another. For the entire run of the festival all rides up to four hours will be free, thanks to a sponsorship from KeyBank. The bike share program is also drawing a “super hub” around much of downtown. The bikes can be locked anywhere within the hub without the usual extra fee for locking away from a designated station hub.

“KeyBank is excited to sponsor the festival rides and the Boise GreenBike network this year. It’s important to support community events like this and provide a green form of transportation. It is our hope everyone has a fun and safe time at Treefort this year,” said Steve Storey, KeyBank Idaho President.

To take advantage of the free bike rides, patrons will have to join the Boise GreenBike network. Go to Boise.GreenBike.com and sign up.

For more information on the Treeline bus service and Boise GreenBike visit the Valley Regional Transit and Boise GreenBike Facebook pages.

About Valley Regional Transit

ValleyRide bus services are managed by Valley Regional Transit, the regional public transportation authority for Ada and Canyon counties. ValleyRide bus services include 17 fixed

routes in Boise/Garden City, three fixed routes in Nampa and Caldwell, and five inter-county routes between Ada and Canyon counties.

About Boise GreenBike

Boise GreenBike is the bike share service of Valley Regional Transit, serving primarily downtown Boise and Boise State. Boise GreenBike is an environmentally friendly and sustainable form of transportation. The program receives no public support for operations and relies on revenue from ridership, membership, and sponsorship. Title sponsorship of Boise GreenBike is provided by St. Luke's and SelectHealth.

About St. Luke's

St. Luke's is Idaho's only Idaho-based, not-for-profit health system, with local physicians and boards who further the organization's mission "To improve the health of people in the communities we serve." St. Luke's is nationally recognized for excellence in patient care, with prestigious awards and designations reflecting the exceptional care that is synonymous with the St. Luke's name. St. Luke's is also home to Idaho's only Children's Hospital.

About SelectHealth

SelectHealth is a not-for-profit health insurance organization serving more than 850,000 members in Idaho and Utah. SelectHealth is committed to helping people live the healthiest lives possible. Through its alliance with St. Luke's Health System, SelectHealth offers medical plans to individuals, families, and employers. Plans are also available for Medicare Advantage enrollees. SelectHealth is part of one of the nation's top 100 integrated health systems (IMS Health 02/15). For details, visit selecthealth.org.

About Key Bank

KeyCorp's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, Key is one of the nation's largest bank-based financial services companies, with assets of approximately \$139.6 billion at December 31, 2018. Key provides deposit, lending, cash management, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of over 1,100 branches and more than 1,500 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications, and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

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