FOR IMMEDIATE RELEASE
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MCT LAUNCHES TEXT ALERT SERVICE FOR PASSENGERS
Bus Route Deviations, Delays and Unforeseen Interruptions Communicated Via Text

GRANITE CITY, ILL., OCTOBER 30, 2014… In an effort to provide timely bus route and trail information directly to passengers and trailgoers, Madison County Transit (MCT) has launched a “Text Alert” service for communicating via text message. The new service will allow users to receive time sensitive information through their mobile device about bus route deviations, delays and service interruptions due to weather or other unforeseen circumstances. Information, updates and closures on the MCT Trails can also be received through the MCT Text Alert service. To sign up, passengers and trailgoers simply visit TextAlert.mct.org and complete the short registration form. Users have the option of receiving only the information that is relevant to the bus routes or trails that they utilize, so as to avoid excessive text messages. Phone numbers will remain private and anonymous and will ONLY be used for sending MCT information.

“With winter approaching and as unexpected situations arise, it’s important that we have a fast, efficient and direct way of communicating bus route information to our passengers,” said MCT Managing Director Jerry Kane.

For more information about any of MCT’s bus routes or the MCT Trails system, visit www.mct.org, e-mail info@mct.org or call 618-797-INFO (4636).

Madison County Transit (MCT) provides multi-modal transportation services for Madison County, Illinois. MCT operates a fixed-route bus service, connecting to MetroLink; express weekday commuter service directly to and from downtown St. Louis; and seasonal express service to the Rams games and the Muny. For elderly and disabled residents who are unable to use the fixed-route buses, MCT provides complementary door to door service. MCT is also responsible for the construction and maintenance of more than 100 miles of bikeways that comprise the MCT Trails system, as well as overseeing RideFinders, the St. Louis region’s FREE carpooling and vanpooling program.

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