



For Immediate Release

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Lane Transit District

LTD Recruitment Campaign Wins Two First Place Prizes

EUGENE, Ore. ---(March 7, 2024)--- Lane Transit District won two first place awards in the 2024 AdWheel competition. [These awards recognize the marketing and communications efforts](#) of the members of the American Public Transportation Association (APTA).

LTD collaborated with [Eugene-based Turell Group](#) to share the stories of current and former employees to support [LTD's recruitment and retention effort](#). "The experiences shared in the award-winning campaign and videos tell the story of why LTD is such a special place to work," said Pat Walsh, LTD's Chief Marketing Officer. "The awards are a reflection of the dedication LTD employees have to their community and the organization. The AdWheels are shared with the LTD employees who shared their stories and with those who assisted in the many recording sessions."

LTD was recognized and presented with certificates on-stage during the AdWheel Awards Luncheon at APTA's 2024 [Marketing, Communications & Customer Experience Workshop](#) in New Orleans in mid-February.

Currently, a second round of judging is reviewing the top First Place Awards in each category to select Grand Award winners – those prizes will be handed out this summer.

The marketing campaign is part of an aggressive initiative to recruit an additional 100 bus operators to LTD's ranks. Information about jobs with LTD is [online at LTD.org](#).

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About Lane Transit District (LTD)

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon's governor. LTD's budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD's paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at www.LTD.org.