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## **RTC unveils new campaign to help you “get connected” with discounts and deals along Sahara Express route**

*RTC partners with local businesses to launch a new program to encourage and promote transit ridership*

*Click to Tweet: [.@RTCSNV](#) encourages you to ride transit and get connected to exclusive deals at #businesses along #SaharaExpress route. #GetConnectedSNV #RTCSNV  
[www.rtcnv.com/getconnected/sahara-express/](http://www.rtcnv.com/getconnected/sahara-express/)*

**LAS VEGAS** – [The Regional Transportation Commission of Southern Nevada \(RTC\)](#) is connecting the community via promotional partnerships with businesses along the busy [Sahara Express \(SX\) route](#). This popular route carries 3.7 million riders annually and operates 24-hours a day, 7 days a week with frequent service every 15 minutes during weekday daytime hours along most of the route. This means minimal wait times for a bus along the route.

The initiative highlights the ease and convenience of transit by offering incentives to people who live and work along Sahara Avenue to try the service. To date, [nearly a dozen businesses](#) from hair salons and barbershops to restaurants, supermarkets and brewpubs have teamed up with the RTC to offer “exclusive” deals for Sahara Express riders. Riders simply present their bus pass to the participating businesses to receive a free beer, a free gallon of punch, \$10 off a haircut or any other of the deals and discounts offered.



“This new initiative is a win-win for the RTC, local businesses and our community, especially for those who live, work and play along the Sahara Express route,” said RTC CEO MJ Maynard. “This program encourages our residents who live near transit with 15-minute service to get connected, ride and receive discounts.”

The Sahara Express frequent service covers about 14.5 miles of the east-west route, which includes Downtown Summerlin to Lamb Boulevard. More details on the Get Connected initiative can be found [online](#).

Riders are encouraged to download [rideRTC](#), the RTC’s free smartphone app that makes it easy to plan a transit trip and buy passes. Download rideRTC on the [Apple App Store](#) and get it on [Google Play](#).



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### **About the RTC**

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC's vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [rtcsonv.com](http://rtcsonv.com) and stay informed by [subscribing](#) to our [blog](#).

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