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*FOR IMMEDIATE RELEASE*

## **rabbittransit Launches New Driver Recruitment Campaign via Social Media**

York, PA – In an attempt to bolster its driver recruitment efforts, rabbittransit released a new video campaign through social media including Facebook, LinkedIn and YouTube. Shot in a crisp, black and white style, 30-second videos capture the stories of both driver and rider in four different segments.

rabbittransit hosted a strategic retreat with its board of directors in the spring of last year recognizing this area as a critical challenge for the authority as it continues to compete with manufacturing and other industries dependent upon driving positions. National and local workforce predictions indicate there may be a high need and a low availability of future drivers.

“How we will recruit now and in the future was a topic heavily discussed. Our goal was for people to see themselves in a different career and working for the greater good, trying to appeal to those who might typically volunteer, but in this case, still receive a paycheck,” comments rabbittransit Executive Director, Richard Farr.

rabbittransit has an incredibly diverse driver workforce with past careers including Marine pilot, firefighter, voice-over actor, preacher, mortician, hair stylist and the list continues.

“At the end of the day, we appeal to people who desire to do good work and help those who need to access vital services,” Farr concludes.

The videos were created by Hayman Studio, a York-based commercial photography and video company with a diverse portfolio including UTZ, DENTSPLY and York Traditions Bank. Hayman Studio generously donated the work to the transit authority. “Access to public transportation is an integral part of any community, we were really happy we had the opportunity to work with rabbittransit on this project,” comments Ryan Hayman, President of Hayman Studio Commercial Photography + Video.

rabbittransit will host a special screening of all of the videos for the White Rose Senior Center later this month. The screening is in honor of two members of the senior center who participated in a video segment and utilize rabbittransit’s Shared Ride service on a weekly basis. rabbittransit provides more than two million rides to local residents every year.

rabbittransit will promote the videos on a regional scale as it continues to recruit drivers for York, Adams, Cumberland and Northumberland counties. To see the full video collection, visit <https://www.youtube.com/user/rabbittransitYork>

*rabbittransit, a regional public transportation provider, offers a variety of transportation services to the residents of York, Adams, Columbia, Cumberland, Franklin and Northumberland Counties. More than 8,000 people depend on rabbittransit each day to get to work, medical facilities, school and other life-sustaining activities. rabbittransit is dedicated to helping all residents in the region get to where they want to go.*

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