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FOR IMMEDIATE RELEASE

**FOR MORE INFORMATION:**

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## **New Greenway Transportation Web site Launched for Public Use**

**Apex, N.C.** – Riding public transportation in the Western Piedmont area of North Carolina is now easier with the launch of the Greenway Public Transportation Web site. Greenway Public Transportation is North Carolina's newest transit system and the first urban-rural, multi-county regional transit authority in North Carolina. They provide fixed route bus service to the cities of Conover, Hickory and Newton and van service within Alexander, Burke, Caldwell and Catawba Counties.

CreatiVisibility, a print design, Web design and marketing company in the Apex/Cary, North Carolina area, was selected to design and develop the interactive Greenway Public Transportation Web site which is now live and serving the public. "Working with CreatiVisibility on the new website was a wonderful experience. They were very responsive throughout the entire process. The website design and launch exceeded our expectations," said Ed Clifford, Executive Director of Western Piedmont Regional Transit Authority, "I would highly recommend CreatiVisibility to any company looking to create or update a website."

This site found at [www.myGreenway.org](http://www.myGreenway.org), is an interactive resource provided to the public. A visitor to the site finds routes, maps, fares, how to ride using accessible services on the system's vans and buses, an online application for accessible services, and up-to-date information on route changes. A visitor can also sign up for email alerts to stay aware of even minor changes with the transit system. Upon launch one reviewer commented, "The navigation throughout the website is excellent. Overall, an excellent job in my opinion."



People interested in employment find a list of benefits and how to apply for current job openings; businesses can apply online for Disadvantaged Business Enterprise (DBE) certification and the site is offered in Spanish and is coded for accessibility for internet users who use services such as screen readers and alternatives to using a mouse for navigation

Visit the site for all this information and more. Find topics with the site search feature at the top of all pages and use the online forms for questions and applications.

**About Greenway Public Transportation:** The legal name of the system is Western Piedmont Regional Transit Authority. The new name, Greenway, is symbolic of the system's role with regard to providing environmentally responsible transportation solutions and enhancing the overall quality of life within the region.

Greenway Public Transportation provides over 300,000 trips each year to residents living in Alexander, Burke, Caldwell and Catawba Counties. Greenway is a responsible transportation solution and an excellent way to build a cleaner, more vibrant, healthier and less congested community.

**About CreatiVisibility:**

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards.

CreatiVisibility is a small business in Wake County, North Carolina focused on serving businesses, event planners, and corporate/government clients. For more information about CreatiVisibility, please visit [www.CreatiVisibility.com](http://www.CreatiVisibility.com).

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