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NEWS RELEASE

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New ‘Free Way to Fun City’ Program Begins June 1

DUBUQUE, Iowa – Dubuque youth can again ride the city’s public transit system for free this summer thanks to collaboration between The Jule, the East Central Intergovernmental Association (ECIA), Every Child|Every Promise, Dupaco Community Credit Union, and Mediacom & OnMedia Advertising.

Beginning June 1, The Jule will again offer the “Free Way to Fun City” program to Dubuque youth in grades K - 12. However, the program now includes free rides throughout the city and access to the program has been simplified. Any Dubuque student can ride The Jule for free just by wearing the new Free Way to Fun City bracelet. The bracelets can be picked up at the City’s Leisure Services Department at Bunker Hill Golf Course, The Jule offices at 2401 Central Avenue, Carnegie-Stout Public Library at 360 W. 11th Street, and will be made available in Dubuque schools during the final weeks of the school year. Any student wearing a Free Way to Fun City bracelet can ride any Jule fixed-route bus for free all summer!

To ride the Free Way to Fun City in past years, students were required to present a school ID, swim pass, or a special pass they received for enrolling in a City recreation program or library activity. Additionally, the free rides were only offered to City pools, recreation activities, and the library.

ECIA and Every Child|Every Promise convened a committee of community leaders in recent months to ensure that all young people in Dubuque have safe and convenient public transportation options. The city-wide rides and free bracelet concept was developed by this group and is expected to simplify the access verification process for riders and bus drivers alike.

“This program will help ensure Dubuque’s children can take advantage of all of the terrific educational, recreational and safe places to play this summer”, said Every Child|Every Promise Coordinator Nicole Johnson. Every Child|Every Promise works to engage the community in delivering the Five America’s Promises: Healthy Start, Safe Places, Caring Adults, Effective Education, and Opportunities to Serve to the children of Dubuque County.

“The Jule is pleased to offer the Free Way to Fun City again and we’re excited to be working with our partners to improve the program,” said Barbara Morck, director of transportation for The Jule. “It’s a great program for young people and gives them the opportunity to learn how to utilize public transit at no cost to them.”

Dupaco Community Credit Union and Mediacom & OnMedia Advertising are providing marketing support for the program. A marketing campaign is being developed to promote the program locally.

For more information on the Free Way to Fun City program, call 563-589-4196 or visit www.cityofdubuque.org/thejule.

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The Jule, Dubuque’s public transit system, offers fixed route service throughout the city including summertime trolley transportation in the downtown Dubuque and the Port of Dubuque areas, as well as on-demand “mini-bus” service city wide.

This project supports the Sustainable Dubuque principle of Reasonable Mobility. Utilizing public transit can be part of a healthier lifestyle, decrease traffic congestion, lessen parking constraints, and reduce greenhouse gas emissions. For more information, visit www.sustainabledubuque.org.

