



FOR IMMEDIATE RELEASE  
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**MATA Will Operate Regular Weekday Service on Veterans Day  
*Free Rides for Veterans and Active Military Members Who Show Military Identification***

MEMPHIS, Tenn. – In observance of the Veterans Day holiday that is being observed on Wednesday, November 11, the Memphis Area Transit Authority (MATA) will operate service on all modes on a regular weekday schedule. In addition, **free rides** will be offered on any MATA vehicle to veterans and active military members who present a veteran identification card or any other military identification.

The following is a summary of service on Veterans Day:

- Fixed route and MATApplus bus service will operate as normal.
- Main Street, Riverfront and Madison Trolley lines will operate as normal.
- MATA's Customer Information automated line (901.274.MATA) will be available and live calls to 901.274.MATA in the MATA Customer Call Center will be answered during normal operating hours from 6 a.m.-6 p.m.
- All live calls to MATApplus Reservations at 901.722.7171 (prompt #2) will be answered from 8 a.m.-4 p.m.
- MATA's Customer Comment Line at 901.522.9175 voicemail is available for customers to leave messages.
- The customer service counters at Airways Transit Center (3033 Airways Boulevard), American Way Transit Center (3921 American Way), and the William Hudson Transit Center (444 North Main Street) will remain open during normal operating hours. *Note: The customer service counter at the Airways Transit Center operates from 8 a.m.-noon, while the counters at American Way and the William Hudson Transit Centers operate from 7 a.m.-5 p.m.*
- The MATA Administrative Offices located at 1370 Levee Road **will be closed**.

**About MATA**

The Memphis Area Transit Authority (MATA) is the public transportation provider for the Memphis area. As one of the largest transit operators in the state of Tennessee, MATA transports customers in the City of Memphis and parts of Shelby County on fixed-route buses, paratransit vehicles and vintage rail trolleys. For more information, visit [www.matatransit.com](http://www.matatransit.com).

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