

Media Advisory Rio Rancho Public Schools

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For Immediate Release

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First Rio Rancho Schools Bus Ad Rolls Off Lot

When students return to school after spring break in Rio Rancho, they will start seeing something new on some of their school buses -- advertising. The district's school bus advertising program is finally getting underway!

Earlier this year, the Rio Rancho Public Schools Board of Education established a policy allowing placement of certain kinds of advertising on Rio Rancho buses. A contract to manage the program was concluded earlier this month with Templeton Marketing Associates. The first advertiser is Bryan's Photography, a Rio Rancho studio whose ad promotes senior pictures.

- **What:** Official rollout of the first ad on an Rio Rancho Public Schools bus
- **Time:** 6:15 AM on Monday, March 21; bus departs on its route at about 6:30 AM. The bus will return to the lot from its route at about 8:45 AM
- **Place:** Rio Rancho Public Schools Department of Student Transportation, 1804 Idalia Rd. NE (between Abrazo and Unser).
- **Available for interviews:** Jeff Bronstein, RRPS Executive Director of Student Transportation; Don Templeton of Templeton Marketing Associates; we anticipate a parent representative from the district's transportation parent advisory committee will also be present