

Milwaukee County Transit System: Don't rely on the luck of the Irish to get home safe - ride MCTS for free

Posted on Friday, Mar 17, 2017

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Milwaukee, WI - On this Saint Patrick's Day there is no excuse to not celebrate safely. MCTS, in partnership with Miller Lite and Beer Capitol Distributing, is offering FREE rides on all bus routes on Friday, March 17th, beginning at 6 p.m. until the end of regular service.

"We are excited to once again partner with Miller Lite to offer Miller Lite Free Rides, a long-standing St. Patrick's Day tradition," said Chris Abele, Milwaukee County Executive. "We want to remind the community to let MCTS be its designated driver."

Since 1994, nearly 800,000 Milwaukeeans have taken advantage of the Miller Lite Free Rides on St. Patrick's Day. The program has gained the support of local and state law enforcement, elected officials and the Wisconsin Department of Transportation.

"As part of our overall commitment to our hometown communities, we want everyone to have a great time celebrating St. Patrick's Day, but do so responsibly," said Diane Wagner, MillerCoors alcohol responsibility manager. "Our goal is to keep Milwaukee roadways safe with our Free Rides program while raising awareness that drunk driving is completely preventable."

To take advantage of the free rides, simply get on any MCTS bus after 6pm and get off at your stop. It's as simple as A to B. Plan your trip and get up-to-the-minute Real-Time Bus Arrival information at RideMCTS.com.