



THE FREE ANBL SAFE RIDE PROGRAM IS BACK FOR THE 2021 HARVEST MUSIC FESTIVAL

Fredericton (NB) – Alcool NB Liquor (ANBL) is pleased to offer its Free ANBL Safe Ride Program once again as part of the upcoming Harvest Music Festival. Free bus transportation will be available to bring festivalgoers downtown, at the heart of the festival grounds before the shows as well as bring them home safely at the end of the night, on either sides of the river.

As part of a three-way partnership between the Alcool NB Liquor (ANBL), the Harvest Music Festival and the City of Fredericton, anyone in the City of Fredericton will have access to a free shuttle service provided by the City of Fredericton Transit system.

The "Free ANBL Safe Ride" will be available Thursday, September 16th to Saturday, September 18th, from 5:00pm to 11:00pm, with stops at all regularly serviced City Transit bus stops on both sides of the river.

From 11:00pm to 3:00am, the City Transit system will have four buses running select return routes to deliver patrons home safely. Two buses will cover Fredericton's Southside, with two buses covering the Northside of Fredericton.

"The ANBL Safe Ride Program has become an integral part of Harvest," said Jeff Richardson, General Manger of Harvest Music Festival. "This unique partnership with the City of Fredericton and ANBL increases accessibility and allows community members to take full advantage of the festival experience in a safe and convenient way."

Festival goers will be able to easily catch a bus at King's place which will be the hub location for the free ANBL Safe Ride

"ANBL is very excited to once again be a be part of this unique partnership and to be the sponsor of the Free ANBL Safe Ride program," said Lori Stickles President & CEO of ANBL. "ANBL is committed to helping eliminate impaired driving from our communities. We appreciate The Harvest Music Festival organizing committee and the City of Fredericton for sharing this vision with us, which is why we are offering the Free Safe Ride Program."

In addition, the Free ANBL Safe Ride program will continue to provide a dedicated shuttle service to the Delta Hotel, Fredericton Inn, Comfort Inn and Holiday Inn, every hour with Trius buses from Thursday to Saturday of the Festival.

Download Fredericton's City Transit schedule <u>here</u>. You can also download ReadyPass, the free mobile app that provides real-time bus tracking and routing with easy-to-use features!

For more information on the ANBL Safe Ride program, please visit our website.