



Media Release

FOR IMMEDIATE RELEASE

Catch the Bus and Save the Snow

US Bus Lines and other bus companies owned by the Pulitano family are doing their bit for climate change. The Keep Winter Cool message "Fight Global Warming, Catch the Bus" was displayed on the bus service to Mount Buller this year and now it can be seen on the Pulitano's buses around Melbourne.

By following the Keep Winter Cool message on the Pulitano buses, you could reduce your travel emissions by up to 85%.

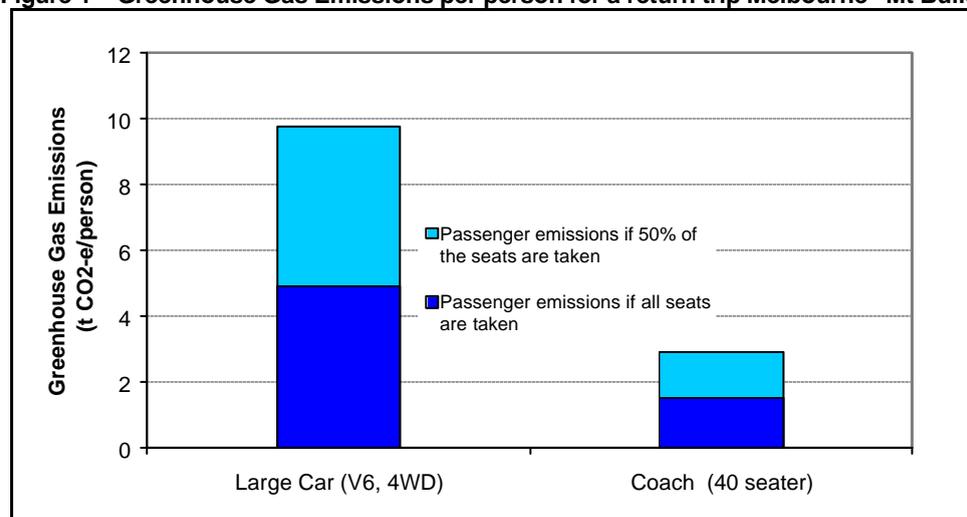
Keep Winter Cool (KWC) is an initiative of the ARCC, which aims to raise awareness of the potential effects of climate change on alpine environments and snow sports and importantly, to encourage others, particularly visitors to the alpine resorts to take action to reduce greenhouse gas emissions in all aspects of their life.

Initially, the KWC program aimed at educating the community on ways to save energy. Now the KWC initiative is tackling the difficult issue of emissions from visitor transport. Car transport is one of the biggest greenhouse gas producing activities associated with holidays, whether it be at the snow or by the beach.

When comparing greenhouse gas emissions per passenger, catching a bus remains the greener option, as shown graphically in the figure below. By driving some 600kms with your family to your holiday destination, if in a large car, you would have generated 4.9 tonnes of CO₂-eq, which is enough greenhouse gases to fill 98 black balloons. If you took the bus, you would have generated 1.5 tonnes of CO₂-eq, which is equivalent to 30 black balloons.

The Chairman of the ARCC said "When planning your next holiday, whether it be at the snow, in the mountains or elsewhere, make it a low emission holiday by choosing greener transport options such as the Pulitano's bus services."

Figure 1 – Greenhouse Gas Emissions per person for a return trip Melbourne - Mt Buller.





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To further reduce the impact of travelling to the Resort, the Pulitano's are actively pursuing the concept of bio-diesel as an alternative low emission fuel for their bus fleet. Current trials with bio-diesel in the buses are underway.

"Pursuing low emission fuels and providing regular bus services are how we can contribute to keeping our winters cool" said Joe Pulitano.

When planning your next holiday, whether it be at the snow, in the mountains or elsewhere, make it a low emission holiday by choosing greener transport options such as the Pulitano's bus services.

To find out about Joe Pulitano's bus services, go to:
www.cranbournetransit.com.au for Cranbourne transit,
www.mmb.com.au for Mansfield-Mt.Buller Bus Lines,
www.northernbus.com.au for Northern Bus Lines, and
www.usbus.com.au for Us Bus Lines

For more information on the KWC initiative, visit www.keepwintercool.com.au

*Authorised by: Brad Miles, Executive Officer, ARCC, [insert date here]
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Above: Andrew Fairley (Chairman of the Alpine Resorts Co-ordinating Council and instigator of the Keep Winter Cool initiative and Joe Pulitano with the Keep Winter Cool bus decal.