**[YOUR AGENCY NAME] Provides Free “RouteShout 2.0” Bus Tracking Mobile App for [NAME OF CITY OR COMMUNITY] Riders**

**[DATE] – [CITY, STATE] – [AGENCY NAME]**, based out of **[CITY, STATE]**,has announced the launch of a new mobile application to help riders track their buses on their smartphone or through the **[AGENCY]** website on an interactive map. The RouteShout 2.0 app can be downloaded on iPhone and Android devices at no cost from the Apple Store or Google Play.

The new tool is available today to **[YOUR AGENCY]** riders and for **[NAME OF ROUTES]**. **[YOUR AGENCY]** riders will now be able to more conveniently plan trips, reduce wait times at bus stops, and be notified of any schedule or route changes in real-time wherever they happen to be through their smartphone.

“**[YOUR AGENCY]** is very excited to offer this tool to our riders,” says **[NAME]**,General Manager at **[YOUR AGENCY]**. “We want to provide all our riders who rely on us every day with the latest transit technology so they can get to work, appointments, and school on time. This helps riders better plan their day and helps us support them.”

In addition to being able to follow buses to see how far they are from a bus stop, riders can also use the “Locate Me” GPS function within RouteShout 2.0 to determine the closest bus stop and save favorite routes and stops for quick look-ups. When emergencies, route changes or weather conditions occur that may affect service, riders can also subscribe to receive notifications.

The RouteShout 2.0 traveler information system is provided by Routematch Software, an Atlanta-based transit technology company that works extensively with transit agencies.

**About [YOUR AGENCY]**

(Insert your press release boiler plate here)

**About Routematch**

RouteMatch Software is the leading provider of passenger transportation technologies that help transform rider experiences and engage communities. The company is headquartered in Atlanta, GA and works with more than 600 transit agencies across the U.S. and internationally, providing quality software and award-winning customer service. A team of more than 160 professionals who are passionate about transit address industry needs such as routing, scheduling, dispatching, billing, reporting, [CAD/AVL](https://www.routematch.com/solutions/software/fixed-route/), [demand response](https://www.routematch.com/solutions/software/paratransit/) and fixed route integration, [traveler information](https://www.routematch.com/solutions/software/traveler-information-services/) services, [mobility management](https://www.routematch.com/solutions/software/mobility-management/), business analytics, and [automated fare collection](http://routematch.com/solutions/automated-fare-collection/).  Additional information about RouteMatch’s ITS technologies are available at [routematch.com](https://www.routematch.com/) or by calling RouteMatch toll-free at (US) 1-888-840-8791.