

## **Maritime Bus Is Optimistic that Miramichi, Bathurst, and Campbellton Want A 7 Day A Week Passenger Bus and Parcel Delivery Service**

Maritime Bus began a pilot project on August 19, 2013 to provide a 7 day a week bus service connecting Bathurst and Campbellton to Miramichi and Moncton.

To date this Northern New Brunswick run is showing financial results that cannot support a permanent bus service. The daily Passenger and Parcel numbers are tracking 50% below the original projections. The Company feels that Northern New Brunswick has potential for growth but it will take longer than originally anticipated and it will be necessary to foster community support and spirit to have a committed daily passenger and parcel delivery service in the area. Mike Cassidy, President, Maritime Bus is prepared to have patience and allow the business on the Northern route to grow steadily over the next 12 months in order to meet the daily projected revenue numbers of 40 passengers and 30 parcels that are necessary to achieve a financially self-sustaining route base.

The Company has to inform the New Brunswick Energy and Utilities Board by December 20, 2013 of its intention to continue the service as a regular scheduled run and be granted licence approval by the Board. For Maritime Bus to announce this type of commitment to the North and take on the responsibility of a permanent licence it must be determined whether the elected officials and community leaders believe in the long term sustainability of the service and are willing to support Maritime Bus in the following areas:

- Have business associations encourage their members to use Maritime Bus especially for shipping parcels and packages using the system's "Quicker, Cheaper, Same-day Delivery".
- Have the towns of Campbellton, Bathurst, and Miramichi share in a communication plan to promote Maritime Bus and its services.
- Have Minister Williams and MLA's publicly support the system and urge NB residents to use the service for visiting family and friends, medical appointments, airport connections, and travelling back and forth from colleges and universities.

"I have never regretted my decision to take over the bus service left behind by Acadian Lines last December" says Cassidy, "our customers and my staff have shown me that the passenger and parcel delivery service is needed for the Maritimes. In many cases I consider Maritime Bus an essential service for our region...a service that does not need a government subsidy, but a service that needs to be continually embraced by our local communities & businesses. Although we will never see the bus ridership numbers of years ago, that is not reason enough to pull out and leave a Region without a daily service. When I heard last year that Acadian Lines was leaving our Region I felt the need to react and do something about it. Today I am asking Maritimers to never allow our Region to lose an essential bus service. Step up please...whenever and wherever you can... send a parcel, travel the bus, or at the very least recommend the service to somebody.

Thank you."

Maritime Bus, a Maritime Company Believing in One Another

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