



**FOR IMMEDIATE RELEASE**  
**August 24, 2021**

**Media Relations & Communications**  
**Office: 727.815.7177**  
**pio@mypasco.net**

## **Pasco County Public Transportation Rebrands as GOPASCO**

*~~Pasco bus system's first makeover in two decades~~*

**PASCO COUNTY, FL** ---- Ready, set, **GOPASCO!** Pasco County Public Transportation is pleased to announce our brand-new logo: [GOPASCO!](#)

GOPASCO celebrates its 50<sup>th</sup> anniversary of service next year. To gear up for the milestone, the organization's logo, website, public signage and materials have been updated with the GOPASCO branding.

Our all-new [website](#) is user-friendly and easy-to-navigate, providing a seamless experience and many useful resources for bus riders. For more information, visit: [GOPASCO.com](#).

“Our logo and website have changed significantly to better represent the public transportation system of Pasco County,” said GOPASCO Director Kurt Scheible. “The new branding and logo allow our customers to instantly recognize the system. Our team is proud of this major change and will continue to provide stellar service to Pasco County.”



The Pasco Board of County Commissioners green-lighted the new branding at its August 24, 2021, regular meeting. In the coming months, you'll notice all Pasco County buses sporting the new GOPASCO logo, and signs throughout the county will also reflect the change.

A photo spread of the newly-wrapped buses is available [HERE](#). Please credit Pasco County.

**1 of 1**

