



FOR IMMEDIATE RELEASE
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GOPASCO Honored with Three Marketing Awards

~~Bus system's major rebranding efforts recognized~~

PASCO COUNTY, FL ---- GOPASCO County Public Transportation is the proud recipient of **three marketing awards** presented during the annual [Florida Public Transportation Association](#) conference. The awards come just weeks after Pasco County rolled out the bus system's [new brand and logo](#). For years, GoPasco was known as PCPT.

[GOPASCO](#) received the following awards:

- ❖ Special Event Category | *First Place*
Rebrand Rollout, August 24, 2021
- ❖ Website Category | *Second Place*
[GOPASCO.com](#)
- ❖ Electronic Media Category | *Third Place*
Rebrand Rollout, Live Radio Broadcast



“We worked tirelessly on a new design for Pasco County Public Transportation and are honored to be recognized for our tenacious work,” said GOPASCO Program Manager Rosemarie Bruckner. “An identifiable logo represents the organization and conveys an important message: Pasco County is on the move, becoming Florida’s Premier County.”

In the coming months, riders will notice all buses sporting the new GOPASCO logo, and signs throughout the county will also reflect the change.

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

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“Pasco County—Florida’s Premier County”