



For Immediate Release

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Michael Hurt promoted to Director of Marketing & Communications



Richmond – GRTC announced today the elevation of Michael Hurt to the position of Director of Marketing & Communications. Hurt joined GRTC last year as the Creative Marketing and Branding Manager, is a highly experienced marketing professional who has impressed in his tenure as interim director. Under his leadership, GRTC has overhauled the entire brand, launched a year-long 50th-anniversary celebratory campaign, opened the new Downtown Transfer Station, and is preparing to launch LINK microtransit, a new division of GRTC.

Chief of Staff Adrienne Torres explained that Hurt’s promotion makes perfect sense saying **“In his very first year, Mike has already made huge changes for the brand and image of GRTC. We are really excited about Mike continuing to lead this effort as we expand our services and look forward to what he’ll come up with next.”**

Hurt will continue to lead Marketing & Communications through a number of major efforts, from continuing to restore and expand service to enhancements to Pulse platforms and outreach for new BRT lines. In his role directing creative marketing, Hurt has already overseen a historic increase in Operator applications, a success that sets GRTC up to improve the frequency and reliability of existing coverage and find new riders.

Hurt anticipates great things for the future of GRTC and its marketing department. “I am looking forward to the opportunity to continue working with and growing our talented staff as we deliver on-time, informed, and engaging content to our riders, stakeholders, and the general public.”



Innovation and creativity are key themes of the new GRTC marketing department “We’re going to reach people in new and inventive ways” Hurt explained “There’s an entire community that relies on and supports public transportation, whether they know that already or haven’t discovered it yet, and we look forward to bringing them onboard.”

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GRTC’s mission is to connect people to opportunities by providing safe, sustainable, reliable, and equitable transportation.