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San Diego – In celebration of Pride Month, the San Diego Metropolitan Transit System (MTS) and San Diego Pride today unveiled a new bus wrap featuring a Pride flag. The agency’s new bus wrap will operate on the system starting June 5.

“As Chair of the Metropolitan Transit System, I am proud to see our buses wrapped in Pride colors, symbolizing our commitment to diversity, inclusion, and equality,” said Stephen Whitburn,

MTS Chair and San Diego City Councilmember. “This vibrant display not only celebrates Pride Month but also sends a powerful message of support to the LGBTQIA+ community. At MTS, we are dedicated to creating a welcoming and inclusive environment for all of our riders and employees. Together, let’s continue to move forward with Pride.”

Pride Month is a chance for communities to gather and celebrate in a festive, affirming atmosphere. The purpose of the “Ride with Pride” bus wrap is to celebrate and support LGBTQIA+ riders, employees and community throughout Pride Month and beyond.

“Access is a vital part of fostering an inclusive and thriving LGBTQIA+ community. We are thrilled to partner with MTS to make San Diego Pride greener and even more accessible,” said Jen LaBarbera, San Diego Pride Co-Executive Director.

“I know seeing this bus around town will fill so many of our community members with pride and remind visitors that San Diego is a vibrant and welcoming city,” added Sarafina Scapicchio, San Diego Pride Co-Executive Director.

MTS also announced its participation in this year’s San Diego Pride Parade July 20, featuring the newly wrapped “Ride with Pride” bus. MTS employees will celebrate San Diego Pride and promote inclusivity for LGBTQIA+ folks with the more than 250,00 spectators along the parade route.

Additionally, San Diego County Fair officials were present at the unveiling announcing this year’s Fair Tripper, a round-trip ride on the MTS Trolley with a transfer to NCTD COASTER to the Solana Beach Station, and entry to the San Diego County Fair for a reduced fee. The Fair Tripper is the easy way to get to San Diego County Fair events, like Out at the Fair June 22.

About MTS

The Metropolitan Transit System (MTS) operates 97 bus routes and three Trolley lines in 10 cities and unincorporated areas of San Diego. MTS is a leader in advancing initiatives to create a greener, cleaner and better-connected transit system in San Diego. Each weekday more than 250,000 passenger trips are taken throughout the MTS system taking people to work, school, health appointments and other essential trips. In FY 2023, MTS served more than 68 million riders. For service schedule updates, news, alerts and more information on how you can use public transportation, go to www.sdmts.com.

About San Diego Pride

San Diego Pride is a 501(c)(3) nonprofit organization which has distributed more than \$2.5 million in the advancement of its mission: "fostering pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally." You can learn more about the organization by visiting sdpride.org.

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