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*Literacy program sponsored by Coca-Cola geared towards
MTS Bus and Trolley riders*

San Diego, Calif. – To foster an appreciation for literature and encourage transit riders and library patrons to read while riding public transit, the San Diego Public Library and the Metropolitan Transit System (MTS) launched the Read & Ride eBook Club.

“This initiative will give San Diegans from every community access to educational and learning opportunities while on the go,” said San Diego Mayor Kevin Faulconer.

MTS Trolley and bus passengers can now use their digital device to check out electronic books from the city library via QR codes or visiting the eBook Club website, www.readandridesd.org, which is posted on signs in buses and at select Trolley stations.

“Thousands of San Diego residents visit our city libraries every day and many of these people also ride public transit,” added Faulconer, who greets riders in a video message when they check out an eBook. “The Read & Ride eBook Club uses technology to extend literacy and learning outside the walls of library buildings.”

“This partnership gives our passengers access to countless book options while they’re riding through a smartphone, eReader or tablet,” said MTS Chief Executive Officer Paul Jablonski. “And the bonus is that it’s free.”

“Using their digital devices, transit riders can access links to the book selections, videos of book teasers, and lists of programs available to readers interested in discussing the book,” said Interim Library Director Misty Jones.

To encourage participants to visit their local libraries and obtain a library card there will also be a limited number of free prizes available for participants who mention to a library staff member, ‘Read and Ride.’” Passengers can download the featured title with a library card and there are additional featured titles available to everyone, even without a library card.

Like traditional book clubs, readers will have an opportunity to exchange ideas about the books in the real and virtual world. The Library, MTS and Coca-Cola will host discussion groups so riders can talk about the featured titles at various city library branches, and riders can also participate in online discussions about the books on the MTS Facebook page at [Facebook.com/sdmts](https://www.facebook.com/sdmts).

The featured books will change quarterly. The titles for the first quarter are:

• **Maya's Notebook** by Isabel Allende

Available in English, Spanish and Audio Format

On the run from the FBI, a teenage girl finds herself on a remote island off the coast of Chile. Maya begins to record her story in her notebook as she tries to make sense of her past. In the process she unveils a terrible family secret and begins a memorable journey of self discovery. (Library card needed)

• **The Adventures of Sherlock Holmes**, by Arthur Conan Doyle

Available in English, Spanish and Audio Format

Venture back in time to Victorian London to join Literature's greatest detective team--the brilliant Sherlock Holmes and his devoted assistant, Dr. Watson--as they investigate a dozen of their best known cases. (No library card needed)

ABOUT SAN DIEGO PUBLIC LIBRARY

San Diego Public Library, which is the largest library system in the region, serves a population of more than 1.3 million people. Its mission is to inspire lifelong learning through connections to knowledge and each other and provides free library cards to anyone who is a California resident with proper I.D For details on getting a card and to learn about other events at the San Diego Public Library's Central Library and 35 branches, find links to numerous additional resources, or search for materials in the Library's online catalog at www.sandiegolibrary.org

ABOUT METROPOLITAN TRANSIT SYSTEM (MTS)

MTS operates more than 90 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every day there are about 300,000 passenger trips taken on MTS bus and Trolley services. For more information on how to use public transportation and save money, go to www.sdmts.com.

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