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NEWS RELEASE

Comal ISD Bus Advertising Campaign Begins

August 8, 2011— When you see Comal ISD buses this school year, it might not only invoke thoughts of the precious cargo inside but also of a veggie sub, laminate flooring or even refinancing your home.

Comal ISD has teamed up with Creer Advertising and Marketing to place advertising on its school buses.

Parents, students and community members will see the ad-laden buses for the first time when school begins on Aug. 22.

“It’s a program that’s been very successful in different places around Texas, in particular Houston, the last couple of years,” said Gus Rodriguez, Comal ISD Transportation Director. “They started it in Judson ISD in May, so I started thinking it might be a program that we’d be interested in.”

Rodriguez said the money generated by the advertising program would go toward buying new buses.

“Everyone in this budget climate has to be creative,” Rodriguez said. “I think the more people learn about it, the more spark it’s going to create around the community. Our buses travel close to 600 square miles in Comal ISD, so it gives businesses an excellent chance to advertise across a large area and help children and schools at the same time.”

So far, Comal ISD has sold advertising to three companies: Randolph Brooks Federal Credit Union, Subway and San Antonio-based Flooring Perfections.

Rodriguez said ads must be age appropriate, and community and student sensitive. Sonya McDonald, Randolph Brooks Federal Credit Union Senior Vice President of Marketing, said it was an easy decision to support Comal ISD with advertising.

“During the current financial turmoil and uncertainty, we know every dollar counts to our educators,” said McDonald. “This innovative new program allows us to provide additional funding for the school district.”

Shannon O’Toole, of Creer Advertising and Marketing, said they have been successful in placing ads on about 40-percent of Judson ISD’s bus fleet since the program was initiated.

“Business owners and community members have clearly sent a message they support our children and our school districts,” O’Toole said. “I absolutely expect that trend to continue in Comal ISD.”

For more information or to advertise on a Comal ISD bus, visit www.creer-believe.com, or call Creer Advertising and Marketing at 210-858-6111.