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**EAST TEXAS COUNCIL OF
GOVERNMENTS**



PRESS RELEASE

East Texas Council of Governments wins Marketing Awards for Transportation Publications

Kilgore, TX, September 28, 2012: East Texas Council of Governments (ETCOG) took home a first place "Hit the Spot" award for its Regional Mobility Guide at this month's South West Transit Association (SWTA) Spotlight Awards. ETCOG, whose GoBus delivers rural transportation services among 14 East Texas counties, also received a second place award for its Basic Training brochure.

ETCOG's Regional Mobility Guide provides comprehensive information about all forms of transportation available in the 14-county area, including public transportation, taxi, inter-city bus, and rail. The Guide was developed to enhance awareness of the mobility options available to East Texas residents. | [View Mobility Guide](#)

The Basic Training brochure was developed as a travel guide in support of the EasTexConnects event promoting access to the Dallas/Fort Worth Metroplex for East Texas veterans. Featuring a map and other key travel information, the brochure is a helpful tool for anyone accessing healthcare or recreational locations in the Dallas area. | [View Basic Training Brochure](#)

"ETCOG and EasTexConnects are committed to providing outstanding informational resources to our East Texas community," noted ETCOG Director of Transportation John Hedrick. "It's wonderful when going the extra mile with innovation and design gets recognized by organizations such as SWTA."

Both pieces were designed by Moore & Associates, Inc., a California-based consulting firm specializing in public transportation marketing and planning.

SWTA's Spotlight marketing awards focus on outstanding work for total transit marketing campaigns. "Hit the Spot" awards feature stand-alone marketing pieces in the categories of print, electronic, social media, and event promotion. SWTA's membership is made up of transit organizations from eight southwestern states, including Texas, Oklahoma, and New Mexico.

About ETCOG

The East Texas Council of Governments (ETCOG) is a voluntary association of counties, cities, school districts and special districts within the fourteen-county East Texas region. ETCOG assists local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. Established in 1970, ETCOG, either directly, or through its contractors, provides programs and services for East Texas seniors, employers, and job seekers. ETCOG and its contractors also build the 9-1-1 emergency call delivery system, provide peace officer training and homeland security planning services; and deliver rural transportation services, business finance programs, and environmental grant funding for the region.