



600 S. Grand Central Parkway | Suite 350, Las Vegas, NV 89106

rtcsnv.com | 702.676.1500 |     

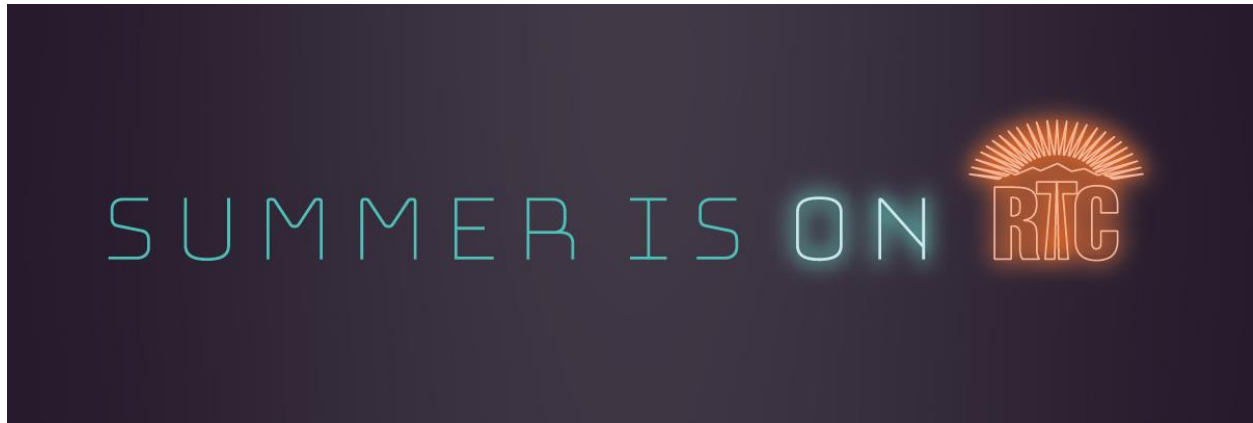
FOR IMMEDIATE RELEASE: June 29, 2021

MEDIA CONTACTS: Makenzie Coombs-Emery, RTC, (702) 676-1743 office, Coombs-EmeryM@rtcsnv.com
Sue Christiansen, RTC, (702) 676-1891 office, ChristiansenS@rtcsnv.com

RTC Partners with Local Businesses to Help Riders Keep Cool with its Annual Summer Heat Campaign

Summer Heat campaign offers free water, sunscreen, and discounts for family-friendly food and entertainment

[Click to Tweet:](#) Summer is ON, and it's time to cool OFF! The @RTCSNV is helping riders #KeepCoolLV with donated water, sunscreen, promos and more from @CCCNevada @threesquareLV @NVHealthLink @DiscoveryLV @TheMobMuseum @fukuburger @funnelcakecafe @ShanghaiTaste



LAS VEGAS – The [Regional Transportation Commission of Southern Nevada \(RTC\)](#) is partnering with local organizations to keep riders cool during its annual [Summer Heat](#) campaign, kicking off today, June 29. During several pop-up events at transit centers, RTC staff will be passing out donated water and sunscreen, as well as discounts to local businesses to increase awareness and promote safety while traveling during Southern Nevada's hottest months

“As temperatures reach dangerous new heights, the health and safety of our riders continue to be a main focus for the RTC,” said Francis Julien, deputy chief executive officer. “With the help of our generous community partners, we will be able to educate riders on summer heat safety, and provide necessary resources to help them cool off.”

This year, [Comprehensive Cancer Centers](#) will return to the campaign, providing cooling scarves and free sunscreen to protect riders from the damaging effects of the sun's powerful UV rays. Team members from Comprehensive Cancer Centers will be at several outreach events to discuss summer sun safety and educate riders on ways to help reduce their risk of heat-related illnesses.

Additional campaign partners include [Three Square](#) and [Nevada Health Link](#) as this year's water providers, as well as those providing exclusive cool discounts for transit riders. To enjoy the RTC



600 S. Grand Central Parkway | Suite 350, Las Vegas, NV 89106

rtcsnv.com | 702.676.1500 |     

Summer Heat deals, riders can simply present their paper or digital transit pass at the following businesses:

- [DISCOVERY Children's Museum](#)
- [The Mob Museum](#)
- [Braud's Funnel Cake Café](#)
- [Fukuburger](#)
- [ShangHai Taste](#)

For a full list of community partners and planned events this summer to help riders keep cool, visit rtcsnv.com/summerheat.

The RTC is also reminding riders to beat the heat and take necessary precautions in our triple-digit temperatures. High summer temperatures can be especially harmful to older adults, people with chronic medical conditions and children. Residents and visitors who may not be used to the high temperatures should use precautions such as:

- Check the local weather forecasts and plan activities accordingly.
- Wear lightweight, light colored clothing.
- Plan activities earlier in the morning or later in the evening.
- Avoid being out in the sun for extended periods.
- When planning extended outdoor activity, bring an adequate supply of water. Drink plenty of water at regular intervals – regardless of activity level.
- To limit additional time outside, plan rides accordingly and purchase passes through the free [rideRTC](#) app.

About the RTC

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC's vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit rtcsnv.com and [stay informed by subscribing](#) to our [blog](#).

###