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RTC launches 2023 Summer Heat awareness campaign to help keep transit riders safe in extreme temperatures

#KeepCoolLV campaign offers safety tips, free water, sunscreen, local restaurant promos and more

[Click to Tweet](#): Summer is coming in HOT! The @RTCSNV and community partners show you how to #KeepCoolLV with donated water, sunscreen, promos, safety tips and more! Visit rtcsnv.com/SummerHeat for a full list of partners and events

LAS VEGAS – As Vegas begins to heat up with the official summer season just around the corner, the [Regional Transportation Commission of Southern Nevada \(RTC\)](#) is once again collaborating with local partners to keep transit riders safe and cool during its annual [Summer Heat](#) campaign, kicking off today, June 6.

Southern Nevada is one of the fastest-warming metropolitan regions in the country, and with the arrival of summer, the RTC takes seriously its responsibility to help riders mitigate the dangers of seasonal heat. From June 6 through September 5, the RTC is teaming up with community partners to distribute free water, sunscreen, lip balm and other summer heat products. The RTC will also provide transit riders with safety tips all summer long from some of Southern Nevada's leading health care organizations reminding riders how to beat the heat.

“As always, the safety of our riders is our top priority, and in the desert climate of Southern Nevada, that includes addressing heat safety,” said Francis Julien, RTC deputy chief executive officer. “Our Summer Heat campaign has long been an important and critical initiative for the RTC, and we thank our generous partners who join us in equipping our community’s transit riders for the Las Vegas summer.”

Joining the RTC’s 2023 Summer Heat campaign are several new and returning community partners providing sun-safe resources such as free sunscreen, water, lip balm, sunglasses and more. Partners include:

- [Comprehensive Cancer Centers](#)
- [Cox Communications](#)
- [Anthem Medicare](#)
- [Nevada Health Link](#)
- [Immunize Nevada](#)
- [HADCO Staffing Solutions](#)
- [Republic Services](#)

The RTC also welcomes new and returning partners providing exclusive discounts for transit riders. To enjoy the RTC Summer Heat deals, riders can simply present their paper or digital transit pass at the following businesses:

- [Braud's Funnel Cake Café](#)
- [Marsigliano's Pizzeria](#)
- [Paige & Rye](#)
- [Letty's de Leticia's Cocina](#)
- [Brooklyn's Best Pizza and Pasta](#)
- [battleBlast](#)
- [Sight and Sound Candy and More](#)
- [Santa's Wrap](#)

The RTC reminds riders to take necessary precautions in triple-digit temperatures, especially older adults, children and those with medical conditions that may make them particularly vulnerable to heat-related illness. Tips to stay cool this summer for transit riders include:

- Checking the local weather forecasts and plan activities accordingly.
- Wearing lightweight, light-colored clothing.
- If possible, planning activities earlier in the morning or later in the evening.
- Limiting time outside by planning rides and purchasing passes through the free [rideRTC](#) app, which allows riders to check bus arrival and departure times.
- Drinking plenty of water at regular intervals – regardless of activity level.

For a full list of community partners, planned events and summer heat tips to help riders keep cool, visit [rtcsnv.com/SummerHeat](#).

About the RTC

The RTC is the regional authority overseeing public transit, metropolitan planning, roadway funding, traffic management, and the public bike share system. The RTC's vision is to advance regionally transformative mobility solutions through equitable, innovative and sustainable infrastructure development. The RTC's mission is to elevate quality of life for residents and visitors through sustainable planning, collaborative problem-solving, and safety and equitable transportation service. For more information about the RTC and our major initiatives or to download the rideRTC app, visit [rtcsnv.com](#). Stay informed by [subscribing to our blog](#) or [following us on social media](#).

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