



FOR IMMEDIATE RELEASE
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Downtown Improvement District Welcomes It's Newest Ambassador F.R.E.D.

Norfolk, VA - The Downtown Improvement District is pleased to announce the arrival of its' newest Public Service Ambassador F.R.E.D. On Wednesday, October 7 at the Downtown Norfolk Council's Monthly Member Briefing, at Nauticus, F.R.E.D. will make his first public appearance to the downtown community.

Battery-operated with a solar powered roof, F.R.E.D. is not only green but convenient. Able to carry 5 passengers, he is an extension of the existing Escort Service available daily by the Public Service Ambassadors. As an on demand courtesy shuttle driven by trained Public Service Ambassadors, F.R.E.D. will provide a valuable level of service to our downtown workers, residents, and visitors. F.R.E.D. will be available at no cost by calling 757.478.7233. In fact, his name is an acronym for "Free Ride Every Day."

F.R.E.D. will operate on Sunday from 10am to 7pm, Monday through Thursday from 7:30am to 10pm, Friday 7:30am to Midnight, and Saturday 11am to Midnight. Trips on F.R.E.D. must originate or end within the boundaries of the Downtown Improvement District.

The Downtown Norfolk Council (DNC) is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Improvement District, a 48-block Special Services District providing enhanced services that keep Downtown friendly, safe, and spotless.

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