

News Release
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For more information, contact:
Sonja Cantu, Public Information Officer
540-372-1010
spcantu@fredericksburgva.gov

Fredericksburg Regional Transit previews new brand

(Fredericksburg, VA) October 7, 2021 - Fredericksburg Regional Transit's rebrand will be previewed this Saturday, October 9 from 10 a.m. – 2 p.m. during VDOT's ribbon-cutting ceremony and pedestrian preview event for the reopening of the Chatham Bridge.

Capitalizing on the popular "FXBG" abbreviation for Fredericksburg, the new logo features FXB in capital letters, a G with an arrow, an O, and an exclamation point. The new overall brand turns the Fredericksburg bus system map into a modern design, symbolizing connectivity and possibility. As part of the rebranding, the shorthand name for the agency is being updated from "FRED Transit" to "FXBGO!" (pronounced by saying the letters "FXB" and the word "Go").



"Our region is growing and changing, and we're growing with it," said Jamie Jackson, Fredericksburg Regional Transit Director. "We're excited to start rolling out a brand that reflects both our agency and the network of reliable transit service available to the residents, commuters, and visitors to our region."

The branded bus will be parked on the bridge during Saturday's event from 10 – 2 p.m., and the community is invited tour the bus and visit with staff.

The full Fredericksburg Regional Transit rebrand will include updated buses, uniforms, bus stop signage, and more. The rebrand will be implemented over the next year.

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About Fredericksburg Regional Transit

Formed in 1996, Fredericksburg Regional Transit provides public transit services in the City of Fredericksburg and the counties of Spotsylvania and Stafford. Fredericksburg Regional Transit currently operates a modern fleet of 30 buses, and provides approximately 300,000 trips annually. The mission of Fredericksburg Regional Transit is to provide accessible, affordable, dependable, efficient, environmentally sound, safe and secure transportation for people who reside or work or visit within the Fredericksburg, Virginia region. To learn more, visit: [Fredericksburgva.gov/Transit](https://www.fredericksburgva.gov/Transit).