



PRESS RELEASE

“We Are Kitsap. We Can Do This” campaign kicks off

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BREMERTON, Wash. – Starting today Kitsap Transit kicks off a new ad campaign to engage Kitsap County residents on how to ride public transit safely during the COVID-19 pandemic. The campaign’s tagline: “We Are Kitsap. We Can Do This.”

With the emergence of new variants of the virus, a high rate of new infections and a new federal mandate effective today for mask-wearing on public transit, Kitsap Transit’s campaign is timely.

“This campaign recognizes the roles we all can play to stop the spread of COVID-19,” said John Clauson, Executive Director of Kitsap Transit. “Even in these dark times, we can smile and help protect each other from a terrible threat to our health and well-being. We want the community to know we’re here for you when you’re ready to ride.”

Under the President’s executive order, the U.S. Centers for Disease Control and Prevention now requires the wearing of masks by all travelers on all types of shared transportation, including public transit. Kitsap Transit provides face masks to customers if they do not have one and has done so since last June, when Gov. Jay Inslee mandated face coverings in indoor and outdoor public spaces.

Kitsap Transit Marketing & Public Information Director Sanjay Bhatt developed the “We Are Kitsap. We Can Do This.” campaign in partnership with a team at Spokane-based marketing agency DH: Sean Finley and Adrian Rogers (creative directors), Shireen Khinda (project coordinator), Andrei Mylroie and Nico Archer (strategic and creative counsel).

“These are fun and engaging spots, but more than this encourage positive behaviors that will truly help the community,” said Mylroie, a DH partner. “While video production during COVID brought new challenges, we loved supporting Kitsap Transit and look forward to the spots making a difference.”

From the start, the project has focused on engaging and investing in the community. Once the scripts for the ads were completed, Kitsap Transit invited local artists to participate. Community theatres have been unable to stage in-person performances during COVID-19. Kitsap Transit partnered with the non-profit Bremerton Community Theatre, whose production coordinator Rana Tan cast the talent, fitted them for costumes and supplied props. Bremerton WestSound Symphony provided a violinist to perform in one of the ads.

The ads were shot last November by a team overseen by Olalla-based North Woods Productions: Ron Finney (director of photography), Richard Gillette (aerial photographer/production assistant), Renee Smith (director) and Denise Knudson (photographer). The ads were shot in front of the Bremerton Transportation Center, on Sinclair Inlet and at two locations in Poulsbo.

Kitsap Transit employees in Operations, Marine Services and Vehicle & Facilities Maintenance provided critical support for the filming of the videos on Kitsap Transit property in compliance with COVID-19 safety practices, as well as assisting with the storage and transportation of costumes.

The campaign begins airing this week on YouTube and Facebook; the videos will offer closed captioning in English, Spanish and Tagalog. In the coming months, the public will see characters from the ads on Kitsap Transit buses and ferries.

Kitsap Transit would like to thank everyone who volunteered their time to act and perform in the spots:

- **A Viking Boards a Bus:** Troy Turnley (Viking), Gwen Adams (Bus Operator) and extras who played Sailors (Nicholas Sparkman, Jorge de la Cruz, Nhi'Yeemah Young, and Aimee Budge).
- **Extreme Hiker:** Hadassah Nelson (Extreme Hiker), Eric Richardson (Bus Operator), Bruce Waterbury (Bear), and extras who played Bus Riders waiting to board (Michelle Peterson, Kirk Misich, John Clauson II, Ellie Clauson, Ryoko Yahagi and Giselle Vincent).
- **Shakespeare on a Ferry:** Paul Adkins (Doctor), Ali Budge (Gentlewoman), Courtney Turnley (Lady MacBeth), Christie Becker (Violinist), Karen Hauser (Female Passenger), Deborah Rice (Female Companion), Jim Goettler (Deckhand), Katie Richardson (Ferry Captain) and extras who played Ferry Passengers (Aimee Budge, Chris Angkico, Eric Richardson and two sons; Danielle Priest and son).
- **Disinfection:** Mark Jackson (Beekeeper/Vehicle Maintenance Worker).

To learn more about how Kitsap Transit keeps its customers and employees safe, visit kitsaptransit.com/covid-19.

About Kitsap Transit

Kitsap Transit has been operating friendly, convenient public transit since 1983. The transit agency for Kitsap County carried more than 3.8 million riders in 2019 across a multi-modal system of routed buses, passenger ferries, paratransit shuttles, vanpools, and worker/driver buses for the Puget Sound Naval Shipyard.

Hablar español?

Por favor llame al 1-800-501-7433 durante las horas normales de oficina. El personal de servicios al cliente se conectará con un intérprete para ayudarle a responder sus preguntas.

Nagsasalita ka ba ng Tagalog?

Paki-tawagan ang numero 1-800-501-7433 normal na oras ng trabaho. Customer Service kawani ay kumonekta sa isang taga interpretor upang tulungan sagutin ang iyong katanungan.

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