



FOR IMMEDIATE RELEASE

October 1, 2010

Oregon Pupil Transportation Association Launches New Website

Just in time for National School Bus Safety Week and in anticipation of the National Association of Pupil Transportation Summit in Portland, Oregon, the Oregon Pupil Transportation Association has proudly launched an all-new website designed specifically to be of greater use for its members while simplifying its maintenance for the volunteer-run organization.

The site can be found at www.optaschoolbus.org.

“We were looking for a site that really emphasized our bottom line of safety, while it captured the character of pupil transportation in Oregon,” says Board President Chris Ellison. “The new site is lively, professional and informative. We’re really excited to put it to use.”

The site includes several tools that will make it easy for the organization to update news, events, meeting minutes and other items that routinely require updates. It was developed by [Verb Marketing + PR](#), of Eugene, Oregon.

#####