

Dallas Area Rapid Transit

DART Honors civil Rights Icon Rosa Parks

Group 3: Greater than 20 million annual passenger trips

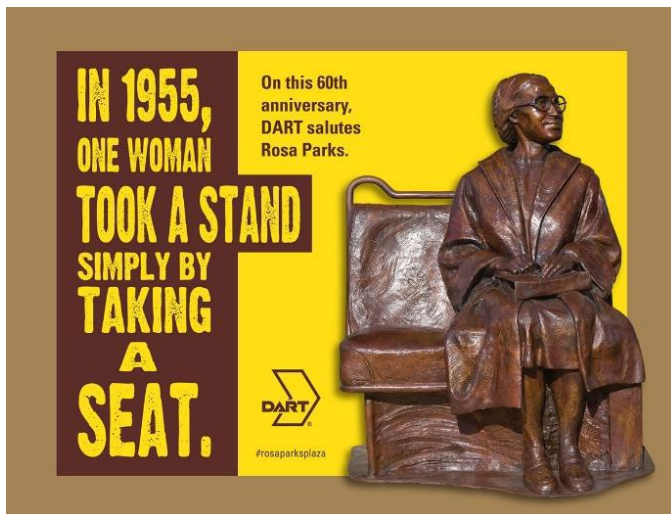
Category 3: Best Marketing and Communications
Educational Effort

Subdivision 3-C: Special Event

DART Honors Civil Rights Icon Rosa Parks



Commemoration Event with U.S. Rep. Eddie Bernice Johnson

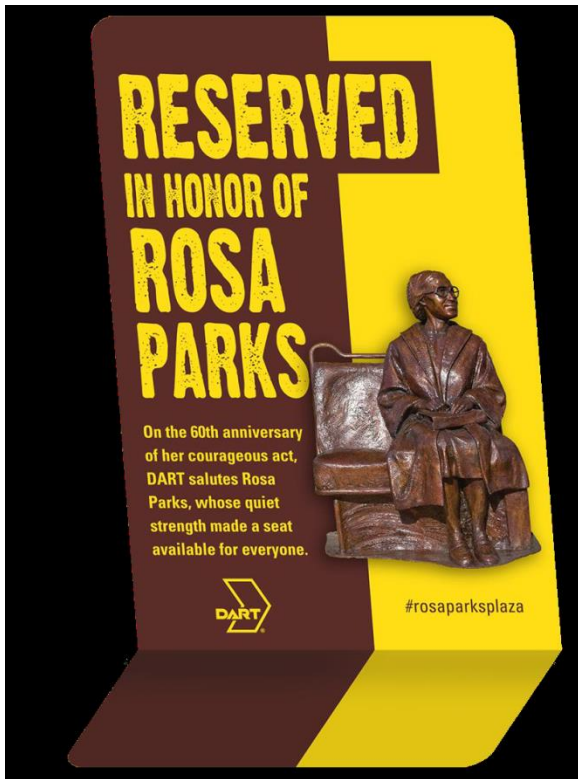


Windscreens at DART Rail stations

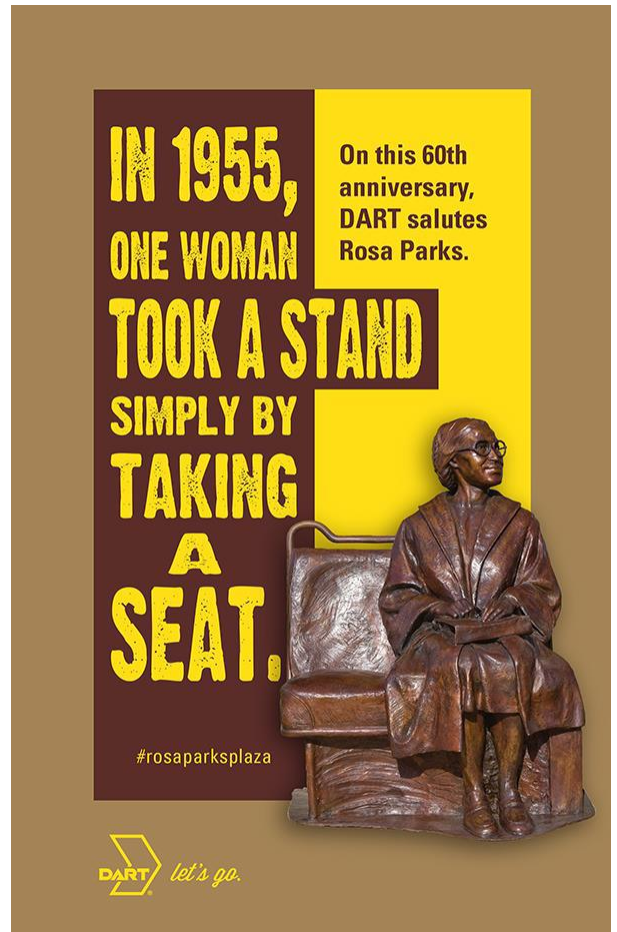


Buttons worn by DART bus and rail operators.

DART Honors Civil Rights Icon Rosa Parks



Seat Clings placed in the first seat on 500 buses



Posters


DART Honors Civil Rights Icon Rosa Parks

Full-page ad in The Dallas Morning News and Dallas Weekly

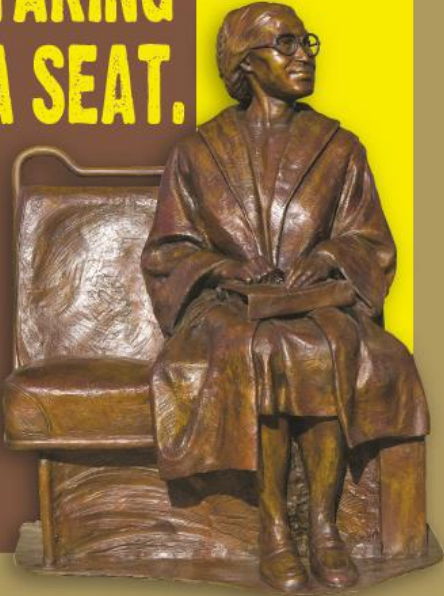
The Dallas Morning News dallasnews.com Tuesday, December 1, 2015 7A

**IN 1955,
ONE WOMAN
TOOK A STAND
SIMPLY BY
TAKING
A SEAT.**

On this 60th anniversary, DART salutes Rosa Parks.



#rosaparksplaza



AT 12-01-2015 Sat: 11:32:14
Sent by: cpark @dallasnews.com News BLACK

DART Honors Civil Rights Icon Rosa Parks

Earned Media

ESSENCE
CELEBRITY FASHION BEAUTY HAIR LOVE LIFE VIDEOS

Wednesday, December 02, 2015 | 10:41 AM

Rosa Parks Honored by Dallas City Buses with Reserved Seating in Front of Buses

Lauren Porter

Send Like Tweet G+1 Comments

Tuesday marked the 60th Anniversary of the day Rosa Parks refused to give up her seat on a public city bus and her heroic actions have since again been commemorated in a significant way.

The Dallas Area Rapid Transit (DART) honored its reserved seat for the civil rights icon acknowledging her courage and her resilience in 1955. The reserved seat was first established in 1955 to honor the 60th anniversary of Rosa Parks' refusal to give up her seat on a public city bus and her heroic actions have since again been commemorated in a significant way.

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DART Reserves Front Seats Of 500 Buses To Honor Rosa Parks

By ERIC ADEN • DEC 1, 2015

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Today, Dallas Area Rapid Transit is honoring Rosa Parks by reserving the front seat of more than 500 DART buses.

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DART Honors Civil Rights Activist Rosa Parks

POSTED 5:28 PM, NOVEMBER 30, 2015, BY ROBERT WHEELER

FACEBOOK TWITTER REDDIT PINTEREST LINKEDIN EMAIL

DART Honors Civil Rights Activist Rosa Parks on 60th Anniversary of Famous Ride

Dallas Area Rapid Transit took some time out Monday to honor the bus passenger turned civil rights activist by reserving the front seat of more than 500 buses.

Play video

In 1955, things were pretty black and white. Folks all around the country had to fight for many basic civil rights, such as sitting wherever you wanted when it came to public transportation.

"I remember riding Dallas buses when I first came here as a young nurse. They had those little signs on that bus that said 'colored' or 'white,'" U.S Congresswoman Eddie Bernice Johnson said.



DART Honors Civil Rights Icon Rosa Parks

YouTube video https://youtu.be/oWLgl3U_1_k



The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. A search bar is located at the top right. The video player itself shows a black and white photograph of Rosa Parks sitting on a bus. Overlaid on the video is the text "Small acts of courage can change everything." Below the video player, the title "DART honors civil rights anniversary" is displayed. The channel name "DARTDallas" is shown with a "Subscribe" button and "868" subscribers. The view count is "589 views". Below the video player are icons for "Add to", "Share", and "More". At the bottom right of the video player area, there are icons for "Like" (10) and "Dislike" (1). Below the video player, the publication date "Published on Dec 1, 2015" is shown. The description reads: "Dallas Area Rapid Transit (DART) is commemorating the 60th anniversary of Rosa Parks' decision to keep her seat on a Montgomery, Ala. city bus marking a new phase of the civil rights movement with the installation of two plaques at DART's Rosa Parks Plaza."

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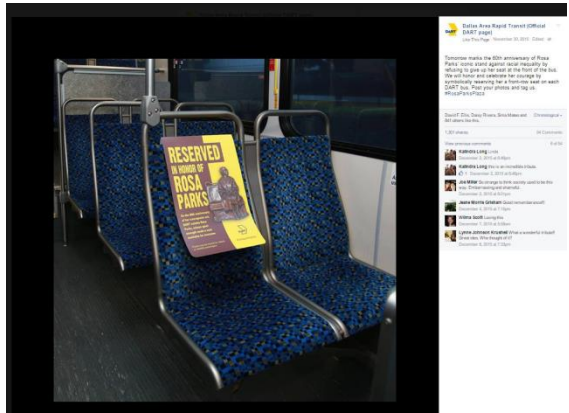
Social Media



Dallas Morning News
@dallasnews



DART buses save Rosa Parks a seat today to salute the stand she took 60 years ago: dallasnews.co/Vj7In



RETWEETS 91 LIKES 77

5:01 AM - 1 Dec 2015

ja_mansamusa22

25 likes

ja_mansamusa22 I had the privilege of riding the bus with the beautiful Ms.Rosa Parks #rosaparks #thankyou #standupforyourrights #momswisdom #nextleveltalk #civilrightsmovement ja_mansamusa22 #rosaparksplaza

