

OVERVIEW:

The agency turned its annual holiday customer appreciation into LYNXMAS for the 2016 holiday season. Santa drove the holiday bus wrapped as Santa's workshop and offered free rides to passengers. The theme could also be found on the inside of the bus with nostalgia toy ornaments and vintage looking Christmas lights. The LYNXMAS Giveaway offered customers a chance to win one of 15 30-day bus passes. Santa also took a break from driving the holiday bus one afternoon and met with customers in the LYNX Central Station terminal.

CREATIVE:

LYNX Holiday Promo Flyers

WE'RE MAKING IT
THE.
BEST.
LYNXMAS.
EVER.

BEGINNING DEC. 1, YOU WILL BE ABLE TO ENTER FOR A CHANCE TO WIN ONE OF FIFTEEN (15) 30-DAY BUS PASSES!

Like us: facebook.com/golynx
Watch us: channellYNX
Visit us: golynx.com
Tweet us: @lynxbusorlando
Follow us: instagram.com/golynx
Call us: 407-841-LYNX (5969)

IT'S A LYNXMAS GIVEAWAY!
WE'RE GIVING AWAY FIFTEEN (15) 30-DAY BUS PASSES!!

HERE'S HOW TO WIN:
Fill-out an entry form at LYNX Central Station
(Available at the Customer Service Window. Only one entry form per person)

PLUS:
You can also increase your chances to win by completing any or all of the following:

- Like** us on Facebook.com/golynx and message us with your full name, telephone number and e-mail address.
- Follow** us on Twitter.com/lynxbusorlando and Retweet using #LYNXmasGiveaway
- Follow** us on Instagram.com/golynx and Repost using #LYNXmasGiveaway

OFFICIAL GIVEAWAY RULES:

- Entry period runs December 1 - 15, 2016 at 12:00 p.m.
- Limit one entry per customer, per method of entry for the duration of the giveaway.
- Winners will be randomly selected and announced on Dec. 16, 2016.
- You do not have to be present to win.
- Winners will be notified by phone or email.
- Passes **MUST** be picked up at LYNX Central Station Terminal Customer Service window by Dec. 23, 2016.
- Photo ID must be presented to receive pass.
- Entrants may only win one (1) 30-Day pass, regardless of method of entry.

Like us: facebook.com/golynx
Watch us: channellYNX
Visit us: golynx.com
Tweet us: @lynxbusorlando
Follow us: instagram.com/golynx
Call us: 407-841-LYNX (5969)

CREATIVE:

Holiday Promo Flyers



THANKS TO ALL WHO PARTICIPATED IN
THE.
BEST.
LYNXMAS.
EVER.

Holiday Giveaway!

CONGRATULATIONS TO THE 15 LUCKY WINNERS
WHO WON A 30-DAY BUS PASS!

MICHAEL T. LASPADA	RICHARD DAVIS
CLAY S. BRICE	NALASIA HOLMAN
CHRIS OFFENBERGER	MATHEW TROST
CLEO WIGFALL	RONDA BIGGS
JESUS MARCANO	PHILIP LUCIER
STEPHANIE CLARK	ARTHUR DYKEMAN
HECTOR GUTIERREZ	ESTHER MATTHIAS
SANDRA MCDONALD-HENRY	

Happy Holidays!



Come Take Your Photo With

Santa!!!

DEC. 16, 2-5 p.m.
at LYNX Central Station

PHOTOS WITH SANTA ARE FREE!

Customers must provide their own camera.



Category: Best Marketing and Communications Educational Effort

Subcategory: Shoestring Tactic

Entry Title: LYNX Holiday Promotion



CREATIVE

LYNX Holiday Bus Wrap Rendering



Category: Best Marketing and Communications Educational Effort
Subcategory: Shoestring Tactic
Entry Title: LYNX Holiday Promotion



CREATIVE:
LYNX Holiday Bus Wrap Photos



Category: Best Marketing and Communications to Increase Ridership or Sales

Subcategory: Partnership

Entry Title: Central Florida Mobility Week



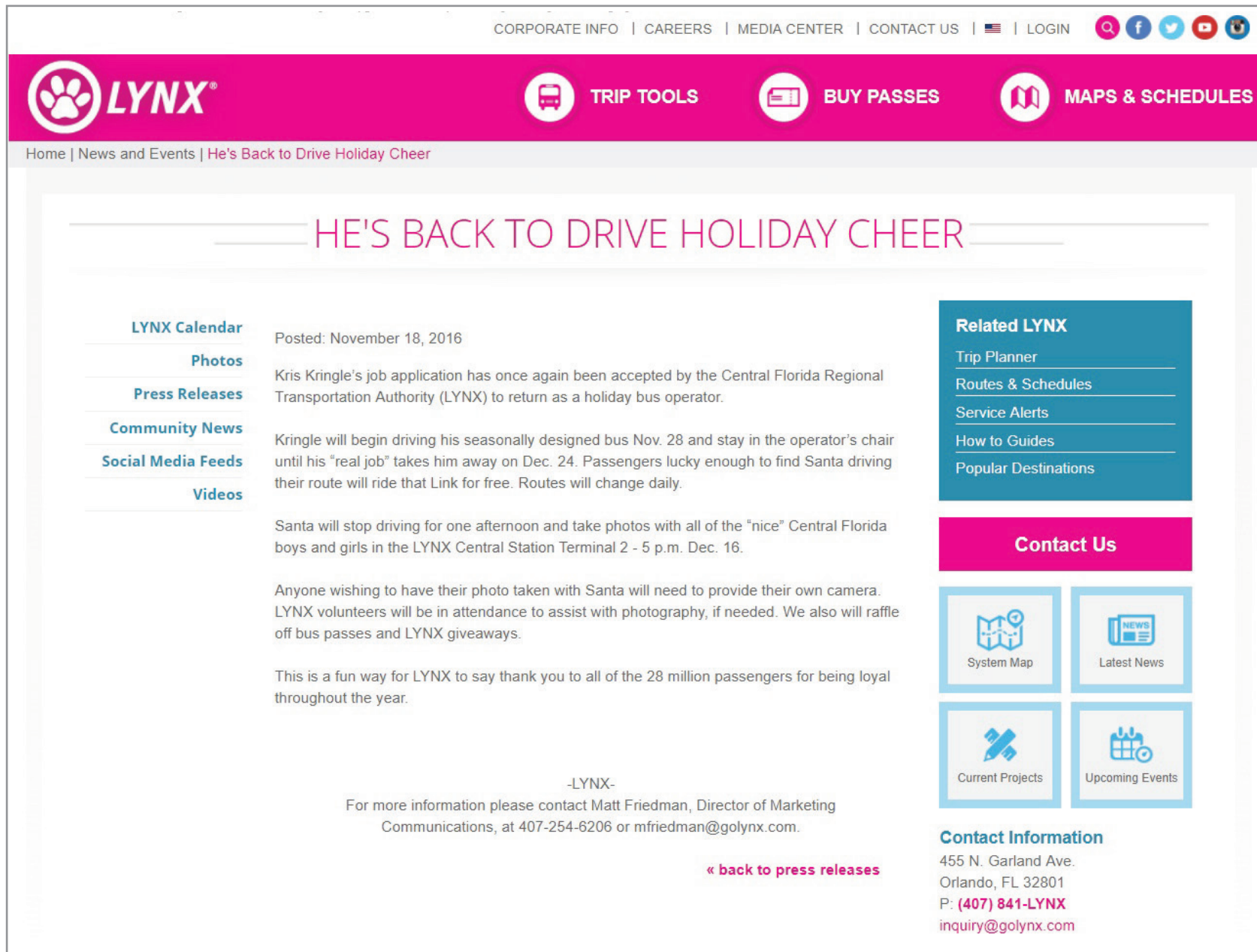
CREATIVE:

LYNX Holiday Bus Interior Decor Photos













COMMUNICATIONS: (Social Media and Media coverage)

Press Release



The screenshot shows the LYNX website's press release page. At the top, there is a navigation bar with links for Corporate Info, Careers, Media Center, Contact Us, and a login button. Below this is a secondary navigation bar with icons and text for Trip Tools, Buy Passes, and Maps & Schedules. The main content area features a large heading 'HE'S BACK TO DRIVE HOLIDAY CHEER' and a sidebar with navigation links for the LYNX Calendar, Photos, Press Releases, Community News, Social Media Feeds, and Videos. The press release text is centered and includes a date, a quote from Kris Kringle, and details about the holiday bus service. A 'Contact Us' section is located on the right side of the page, featuring icons for System Map, Latest News, Current Projects, and Upcoming Events. At the bottom right, there is a 'Contact Information' section with the address, phone number, and email.

CORPORATE INFO | CAREERS | MEDIA CENTER | CONTACT US |  | LOGIN     

  TRIP TOOLS  BUY PASSES  MAPS & SCHEDULES

Home | News and Events | He's Back to Drive Holiday Cheer

HE'S BACK TO DRIVE HOLIDAY CHEER

LYNX Calendar
Photos
Press Releases
Community News
Social Media Feeds
Videos

Posted: November 18, 2016

Kris Kringle's job application has once again been accepted by the Central Florida Regional Transportation Authority (LYNX) to return as a holiday bus operator.

Kringle will begin driving his seasonally designed bus Nov. 28 and stay in the operator's chair until his "real job" takes him away on Dec. 24. Passengers lucky enough to find Santa driving their route will ride that Link for free. Routes will change daily.

Santa will stop driving for one afternoon and take photos with all of the "nice" Central Florida boys and girls in the LYNX Central Station Terminal 2 - 5 p.m. Dec. 16.

Anyone wishing to have their photo taken with Santa will need to provide their own camera. LYNX volunteers will be in attendance to assist with photography, if needed. We also will raffle off bus passes and LYNX giveaways.

This is a fun way for LYNX to say thank you to all of the 28 million passengers for being loyal throughout the year.

-LYNX-





For more information please contact Matt Friedman, Director of Marketing Communications, at 407-254-6206 or mfriedman@golynx.com.

[« back to press releases](#)

Related LYNX

- [Trip Planner](#)
- [Routes & Schedules](#)
- [Service Alerts](#)
- [How to Guides](#)
- [Popular Destinations](#)

Contact Us

-  System Map
-  Latest News
-  Current Projects
-  Upcoming Events

Contact Information

455 N. Garland Ave.
Orlando, FL 32801
P: **(407) 841-LYNX**
inquiry@golynx.com

COMMUNICATIONS: (Social Media and Media coverage)

Facebook Posts

Central Florida Regional Transportation Authority(LYNX)
November 16, 2016 · 🌐

Wondering what our holiday bus will look like this year? Here's an exclusive sneak peek!

Like Comment

Nicky Boyers, Disamis Melé, Kermytt Willis and 4 others like this. [Top Comments](#)

Joanne Counells Thank you
November 16, 2016 at 8:56am

Central Florida Regional Transportation Authority(LYNX)
November 18, 2016 · 🌐

He's baack!! Santa returns as a holiday bus operator on Nov. 28. Stay tuned for the holiday bus reveal!

He's Back to Drive Holiday Cheer
Kringle will begin driving his seasonally designed bus Nov. 28 and stay in the operator's chair until his "real job" takes him away on Dec. 24. Passengers lucky enough to find Santa driving their route will ride that Link for free. Routes will...

Like Comment Share

Steven DeMeo, Kristin Wright, Joanne Counells and 23 others like this. [Top Comments](#)

2 Shares

Aeisha Torres-Johnson I hope I see santa on the routes i take
1 · November 18, 2016 at 7:41am

Katherine Rafael
HA
November 18, 2016 at 7:51am

Katherine Rafael
November 18, 2016 at 7:52am

Katherine Rafael Is "Kringle" is the nickname of santa?
November 18, 2016 at 7:51am

Joanne Counells
😊
November 19, 2016 at 6:34pm

Joanne Counells Hi Chris Kringle.
November 19, 2016 at 6:34pm

Central Florida Regional Transportation Authority(LYNX)
November 27, 2016 · 🌐

The holiday bus is set to hit the road tomorrow! Here's your first glimpse inside Santa's Workshop!

Like Comment

Jessica Oman Casa, Melissa Zarou, Louie A Báez Valentin and 22 others like this. [Top Comments](#)

2 Shares

Central Florida Regional Transportation Authority(LYNX) Lauren Wetherington Michelle Andino, the holiday bus can be on your route on any given day. Keep an eye out for it! And if you do see it, snap a selfie and share with us 😊
2 · November 29, 2016 at 5:35am

Paul Aase I'd rather ride a bus where I can actually see out the windows.
November 28, 2016 at 12:57am

Central Florida Regional Transportation Authority(LYNX) Paulie, you can still see out the windows on this bus. Take a look and see:

2 · November 29, 2016 at 5:37am

Nadia Lambert Cute ! ❤️👍
1 · November 27, 2016 at 1:30pm

Central Florida Regional Transportation Authority(LYNX) Thank you!
November 29, 2016 at 5:35am

Lauren Wetherington Awesome ! Hopefully it will be out on the 434 route at least once !!
November 28, 2016 at 6:30am · Edited

Michelle Andino I hope I get to see it.
November 27, 2016 at 5:14pm

COMMUNICATIONS: (Social Media and Media coverage)

Facebook Posts

 **Central Florida Regional Transportation Authority(LYNX)**
November 29, 2016 · 🌐

Who's ready for a Giveaway? Just wait and see what we have in store for you! Any guesses? 😊




Like **Comment**


Tim Palermo, Lauren Daley, Kathy Gauger and 15 others like this. [Top Comments](#) ▾

1 Share

-  **Melissa Zarou** Free 30 day pass
👍 1 · November 29, 2016 at 8:47am
-  **Mandy Ree** Free year round pass?
November 29, 2016 at 9:02am
-  **Russell Jackson** Free all day pass
November 29, 2016 at 8:25am
-  **Carlos Del Rosario Dominguez** free 1 year pass
November 29, 2016 at 10:58am
-  **Mildred Fraticelli** Santa bus passes
November 30, 2016 at 2:41am
-  **Noel O Ortiz Andino** Xavier E Coriano igual que la AMA JAJAJA
November 29, 2016 at 1:54pm · Edited
-  **Joanne Counelis** 30 day Bus pass
November 29, 2016 at 9:50pm
-  **Joanne Counelis** Me!
November 29, 2016 at 9:49pm




 **Central Florida Regional Transportation Authority(LYNX)**
added 3 new photos.
November 30, 2016 · 🌐


A big shout-out to our happy customers who rode the holiday bus this morning!




Like **Comment**

Jeremy P Chapman, Joyce Riascos, Walter John Slupecki and 18 others like this. [Top Comments](#) ▾

-  **Angela Bryan** I like Lynx. I thought they were only in Orlando.
November 30, 2016 at 4:43pm
-  **Christine Lydon** Yes they are.
November 30, 2016 at 4:58pm
-  **Christine Lydon** They don't this in Boston Angela Bryan.
November 30, 2016 at 4:25pm



 **Central Florida Regional Transportation Authority(LYNX)**
updated their cover photo.
December 1, 2016 · 🌐

The LYNXMAS Giveaway is here and we're giving away fifteen (15) 30-Day bus passes! YOU could be one of the lucky winners!



Like **Comment**

Cesar Valenzuela Ayala, Russell Jackson and Ramón L. Machuca [Top Comments](#) ▾ like this.

-  **Russell Jackson** What u have to do to win
December 1, 2016 at 7:06am
-  **Central Florida Regional Transportation Authority(LYNX)** Hi Russell, we just posted the Giveaway rules. You can enter for a chance to win by Liking our page (which you probably already have) and share the post above. You can also increase your chance to win on [Twitter.com/lynxbusorlando](https://twitter.com/lynxbusorlando), [Instagram.com/golynx](https://www.instagram.com/golynx) and by filling out an entry form at LCS.



LYNX (@lynxbusorlando) | Twitter
The latest Tweets from LYNX (@lynxbusorlando).
Official LYNX account. Providing 105k...
TWITTER.COM

Like 1 · December 1, 2016 at 7:30am



COMMUNICATIONS: (Social Media and Media coverage)

Facebook Posts

Central Florida Regional Transportation Authority(LYNX)
December 2, 2016 · 🌐

The LYNXMAS Giveaway is here and we're giving away fifteen (15) 30-Day bus passes! YOU could be one of the lucky winners!

****To enter on Facebook 'Like' us and send us a private message with your contact details. (We apologize for any confusion and have changed the method of entry on Facebook.)****

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PLUS:
You can also increase your chances to win by completing any or all of the following:

- Like us on Facebook.com/golynx and message us with your full name, telephone number and e-mail address.
- Follow us on Twitter.com/lynxbusorlando and Retweet using #LYNXMASGiveaway
- Follow us on Instagram.com/golynx

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2. Limit one entry per customer, per method of entry for the duration of the giveaway.
3. Winners will be randomly selected and announced on December 16, 2016.
4. You do not have to be present to win.
5. Winners will be notified by phone or email.
6. Passes MUST be picked up at LYNX Central Station Terminal Customer Service window by December 23, 2016.
7. Photo ID must be presented to receive pass.
8. Entrants may only win one (1) 30-Day pass, regardless of method of entry.

Like us: facebook.com/golynx | Watch us: channelLYNX | Visit us: golynx.com
Tweet us: @lynxbusorlando | Follow us: instagram.com/golynx | Call us: 407-845-LYNX (5369)

Like Comment

Shawn T. Thompkins, Crystal K Caines, Aurora Tripp and 12 others like this. Top Comments

1 Share

Carlos Del Rosario Dominguez #LynXmasGiveaway
December 2, 2016 at 5:52am

Central Florida Regional Transportation Authority(LYNX) Hi Carlos, thanks for entering. Please send us your contact details via private message just in case we need to contact you.
December 2, 2016 at 6:05am

Carlos Del Rosario Dominguez sent
December 2, 2016 at 6:08am

Lauren Wetherington #LynXmasGiveaway I'd love to win 🎄🎄 PM sent 2 y'all!
December 2, 2016 at 4:30pm

Reenie Ferraro #lynxmasgiveaway
December 2, 2016 at 5:45pm

Cynthia Mohrman #lynxmasgiveaway I really need those passes
December 7, 2016 at 11:23am

Central Florida Regional Transportation Authority(LYNX)
December 9, 2016 · 🌐

Not too cool for Santa! 🎅

Like Comment

Benoit Niederhoffer, KarenT Kys, Anne Delaroché and 13 others like this.

1 Share

Central Florida Regional Transportation Authority(LYNX)
December 9, 2016 · 🌐

Have you entered the LYNXMAS Giveaway yet? 15 lucky people are going to win a 30-Day bus pass each and we want you to be one of them! All you have to do is 'Like' our Facebook page and message us your contact info. It's that easy!

For more details visit: <http://bit.ly/LYNXMAS>

Like Comment

Janice Sadowski, Aeisha Torres-Johnson, Marvin Colón and 28 others like this. Top Comments

Michael Ragsdale Hmm... I don't live in the Orlando area (I was there at the end of October for a Conference), wondering why this is showing up on my feed
December 11, 2016 at 1:53pm

Joanne Counells Thank you.
December 9, 2016 at 1:38pm

Russell Jackson I just liked the page
December 9, 2016 at 4:13am

Janice Sadowski would be great
December 22, 2016 at 1:10pm

Anthony Clayton Charles Pulliam
December 11, 2016 at 12:53pm

Mark Baker I. Like it
December 16, 2016 at 12:20pm

Category: Best Marketing and Communications Educational Effort

Subcategory: Shoestring Tactic

Entry Title: LYNX Holiday Promotion



COMMUNICATIONS: (Social Media and Media coverage)

Facebook Posts

 **Central Florida Regional Transportation Authority(LYNX)**
December 12, 2016 · 🌐


Santa will be at LYNX Central Station Terminal 2-5 p.m., Dec. 16. Come take your photo with him. It's free!





Like Comment

Jessica Oman Casa, Joanne Counelis, Dawn Wright and 4 others like this. [Top Comments](#)

 **Joanne Counelis** Amen.
December 13, 2016 at 1:28am

 **Album Santa in the Terminal 2016**

 **Central Florida Regional Transportation Authority(LYNX)**
added 39 new photos.
December 16, 2016 · 🌐




Like Comment

Disamis Melé, Carol Mattis, Roberto Marrero and 22 others like this.

1 Share

 **Central Florida Regional Transportation Authority(LYNX)**
December 16, 2016 · 🌐

Come take your 📷 with 🐾!



Like Comment

Marianamor Saltapicchio, Nicky Boyers and 10 others like this.

Category: Best Marketing and Communications Educational Effort

Subcategory: Shoestring Tactic

Entry Title: LYNX Holiday Promotion



COMMUNICATIONS: (Social Media and Media coverage)

Facebook & Twitter Posts

Central Florida Regional Transportation Authority(LYNX) added 2 new photos.
December 19, 2016 · 🌐

🚗 is driving the holiday 🎄 today! Have you seen him? If you're lucky enough to find him driving your route, your ride is free!



👍 Like 💬 Comment ➦ Share

👤 Adrian Reyes and 53 others ⌵ Top Comments ▾

1 Share

Write a comment...

Brian Epic Thomas Can we spend less time on crap like this and more time making the transit system RELIABLE?
Like · Reply · 🗨️ 5 · December 19, 2016 at 3:04pm

Hubert Drake Love it! i got to ride one once it was amazing even had the pine tree smell, it was all decked out.
Like · Reply · December 20, 2016 at 9:46pm

Travis Newton I'd love to see some pics of the full bus! This wrap looks gorgeous!
Like · Reply · December 19, 2016 at 12:23pm

Central Florida Regional Transportation Authority(LYNX) updated their cover photo.
December 19, 2016 · 🌐



👍 Like 💬 Comment ➦ Share

👤 13

LYNX @lynxbusorlando · 5 Dec 2016
The #LYNXMASGiveaway is underway. Just follow and retweet for a chance to #win a 30-Day pass! For more info visit: bit.ly/2gz1PSc



🗨️ ↻ 76 ❤️ 4

Central Florida Regional Transportation Authority(LYNX) was live.
December 16, 2016 · 🌐

LYNXMAS Giveaway announcement



192 Views

👍 Like 💬 Comment ➦ Share

Marianamor Saltapicchio, Jd Winkleblack, Lauren Daley and 8 others like this. ⌵ Top Comments ▾

1 Share

Joanne Counelis · 0:53 Thank you.
December 16, 2016 at 2:59pm

COMMUNICATIONS: (Social Media and Media coverage)

Facebook & Instagram Posts

 **Central Florida Regional Transportation Authority(LYNX)**
December 23, 2016 · 🌐

Today is the last day to catch the holiday bus before 🐼's "other job" takes him away. Hmm... where will he be?



Like Comment Share

13 Top Comments

Write a comment...

Aeisha Torres-Johnson Come to Kissimmee station pls!!!
Like · Reply · December 24, 2016 at 12:52am

 **Central Florida Regional Transportation Authority(LYNX)**
added a new photo.
December 16, 2016 · 🌐



THANKS TO ALL WHO PARTICIPATED IN
THE BEST. LYNXMAS. EVER.
Holiday Giveaway!
CONGRATULATIONS TO THE 15 LUCKY WINNERS
WHO WON A 30-DAY BUS PASS!

MICHAEL T. LASPADA	RICHARD DAVIS
CLAY S. BRICE	NALASIA HOLMAN
CHRIS OFFENBERGER	MATHEW TROST
CLEO WIGFALL	RONDA BIGGS
JESUS MARCANO	PHILIP LUCIER
STEPHANIE CLARK	ARTHUR DYKEMAN
HECTOR GUTIERREZ	ESTHER MATTHIAS
SANDRA MCDONALD-HENRY	

Happy Holidays! 

Like Comment

Deb Sivard, Paul Ramirerz, Terry D. Harrington and 2 others like this.

 **golynx** [Follow](#)



golynx The holiday bus is set to hit the road tomorrow! Here's your first glimpse inside Santa's Workshop! #LYNX #HolidayBus #Santa

sododistrict Super cute!

t_chyc40 @GoLynx I just got off of it!! It's currently Lynx106 Santa is too cool!

30 likes
NOVEMBER 27, 2016

Category: Best Marketing and Communications Educational Effort

Subcategory: Shoestring Tactic

Entry Title: LYNX Holiday Promotion



COMMUNICATIONS: (Social Media and Media coverage)

Twitter Posts



Facebook Cover



Results:

LYNXMAS brought people back to their childhood with the nostalgia toy theme and created happiness and goodwill among customers. Incorporating social media into the LYNXMAS giveaway helped increase social media engagement and followers.