

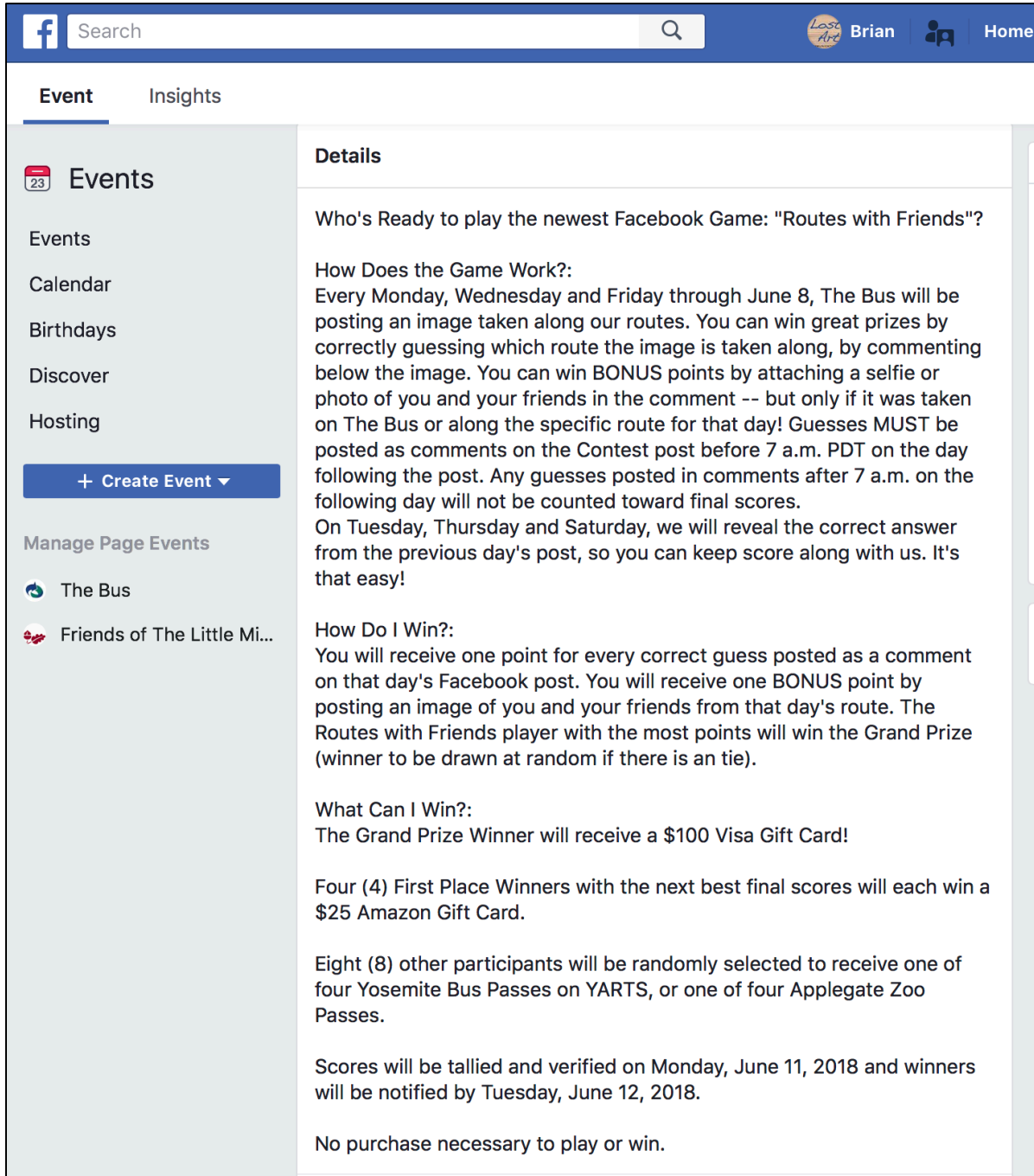
Routes with Friends Contest

Facebook Event and Home Page Cover Art Design

The image shows a screenshot of a Facebook event page. At the top, there is a navigation bar with the Facebook logo, a search bar, and user information for 'Brian'. Below the navigation bar, the page is divided into two main sections: a left sidebar and a main content area. The sidebar contains an 'Events' section with a calendar icon and a list of options: 'Events', 'Calendar', 'Birthdays', 'Discover', and 'Hosting'. Below this is a blue button with a plus sign and the text '+ Create Event'. Underneath the sidebar is a 'Manage Page Events' section with two entries: 'The Bus' and 'Friends of The Little Mi...'. The main content area features a large green cover image with a sunburst pattern and stars. The cover image contains the text 'MAY 21st to JUNE 8th' in a blue banner, the 'ROUTES with FRIENDS' logo in a stylized font, and the text 'Guess the correct routes from clues and WIN PRIZES!' in white and yellow. Below the cover image, the event title 'Routes with Friends Contest - Week One' is displayed in black, with 'MAY 21' in red and 'Public · Hosted by The Bus' in blue. Below the title are two buttons: 'Interested' with a star icon and 'Going' with a checkmark icon. To the right of these buttons is a three-dot menu icon. Below the buttons, the event date and time are listed: 'May 21 at 7 AM - May 26 at 10 PM PDT' with a clock icon and 'about 6 months ago'. Below the date is the location: 'The Bus' with a location pin icon and the address '369 W 18th St, Merced, California 95340'. To the right of the address is a 'Show Map' link. At the bottom of the event page, there are two tabs: 'About' and 'Discussion', with 'Discussion' being the active tab.

Routes with Friends Contest

Contest Rules, Prizes and Details



The image is a screenshot of a Facebook event page. At the top, there is a search bar and a navigation bar with the name 'Brian' and a 'Home' button. Below the navigation bar, there are two tabs: 'Event' (which is selected) and 'Insights'. On the left side, there is a sidebar menu with the following items: 'Events' (with a calendar icon and the number 23), 'Events', 'Calendar', 'Birthdays', 'Discover', 'Hosting', '+ Create Event' (with a dropdown arrow), 'Manage Page Events', 'The Bus', and 'Friends of The Little Mi...'. The main content area is titled 'Details' and contains the following text:

Who's Ready to play the newest Facebook Game: "Routes with Friends"?

How Does the Game Work?:
Every Monday, Wednesday and Friday through June 8, The Bus will be posting an image taken along our routes. You can win great prizes by correctly guessing which route the image is taken along, by commenting below the image. You can win BONUS points by attaching a selfie or photo of you and your friends in the comment -- but only if it was taken on The Bus or along the specific route for that day! Guesses MUST be posted as comments on the Contest post before 7 a.m. PDT on the day following the post. Any guesses posted in comments after 7 a.m. on the following day will not be counted toward final scores.
On Tuesday, Thursday and Saturday, we will reveal the correct answer from the previous day's post, so you can keep score along with us. It's that easy!

How Do I Win?:
You will receive one point for every correct guess posted as a comment on that day's Facebook post. You will receive one BONUS point by posting an image of you and your friends from that day's route. The Routes with Friends player with the most points will win the Grand Prize (winner to be drawn at random if there is a tie).

What Can I Win?:
The Grand Prize Winner will receive a \$100 Visa Gift Card!

Four (4) First Place Winners with the next best final scores will each win a \$25 Amazon Gift Card.


Eight (8) other participants will be randomly selected to receive one of four Yosemite Bus Passes on YARTS, or one of four Applegate Zoo Passes.

Scores will be tallied and verified on Monday, June 11, 2018 and winners will be notified by Tuesday, June 12, 2018.

No purchase necessary to play or win.

Routes with Friends Contest

Promotional Post with Video




The Bus
Published by Brian Sullivan [?] · May 18 · 🌐

Think you know The Bus' routes and all the great destinations along them throughout Merced County? Then you should play the newest Facebook game, "Routes with Friends."

You can win some great prizes by guessing the correct routes from the images we will post May 21 through June 8. See our Events page for details.
<https://www.facebook.com/events/412805045850589/>

Prizes include Yosemite Area Regional Transportation System - YARTS passes to Yosemite, Applegate Park Zoo passes, \$25 Amazon gift cards, and a \$100 Visa gift card for the Grand Prize winner!

Get ready to play, starting Monday morning!



1,659
People Reached

87
Engagements

[Boost Again](#)

Routes with Friends Contest

Contest Posts: Clues and Answers

The Bus
Published by Brian Sullivan [?] · May 21 · 🌐

It's Monday, which means it is the first day of our ROUTES WITH FRIENDS contest!

Our first clue is featured below. Do you know which of our countywide routes this picture is from?

Comment below with your guess to start playing. We will post the answer Tuesday morning at 7 a.m., so be sure to comment before then.

BONUS: Include a photo of you (and your friends) taken on this route and you will earn a bonus point!

Complete details about the rules and prizes:
<https://www.facebook.com/events/412805045850589/>

Which **Route** am I?



Comment with your guess below!



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3,050 People Reached **465** Engagements [Boost Again](#)

The Bus
Published by Brian Sullivan [?] · May 22 · 🌐


Wow, what a great response from our Facebook Friends, and almost everyone who guessed was correct!

The correct response is the UC Route, which connects you to UC Merced, Merced College, DT Merced, and of course the Central Valley Regional Center, Inc., which was our clue yesterday.


However, we are accepting M3 as a correct response as well, since the M3 Route was just recently adjusted.

Be sure to play again Wednesday with our next clue!

Yesterday's **Mystery Route**



Did you guess correctly?
Thanks for playing!



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327 People Reached **27** Engagements [Boost Post](#)

Irma De La Cruz, Mary Guidone and 3 others 1 Share

The Bus
Published by Brian Sullivan [?] · May 23 · 🌐

Happy Wednesday, Friends!

Today we post the second clue in our ROUTES WITH FRIENDS contest. Do you know along which of our routes this place is located? Guess in the comments below before 7 a.m. Thursday when we reveal the answer.

Rules and prize details:
<https://www.facebook.com/events/412805045850589/>

Which **Route** am I?



Comment with your guess below!



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1,029 People Reached **224** Engagements [Boost Post](#)

Artis Smith, Chris Glesy and 10 others 49 Comments 1 Share

Like Comment Share

The Bus
Published by Brian Sullivan [?] · June 5 · 🌐

The correct answers to Monday's ROUTES WITH FRIENDS clue (the Atwater Community Center) are the A1, W1, and W2 Routes. Even with three required correct answers, most of you got them all! 🍌

The next clue will be posted Wednesday morning!

Or should we say "clues" with an "s"? Stay tuned, Friends ...

Yesterday's **Mystery Route**



Did you guess correctly?
Thanks for playing!



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239 People Reached **5** Engagements [Boost Post](#)