

News Release

FOR IMMEDIATE RELEASE
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United Way Delaware Films Commercial On-board DART First State Bus

United Way of Delaware filmed a commercial on-board a DART bus on January 21st. The commercial shows “a day in the life” of the Kia Soul Hamster. He’s an ordinary, hardworking, good guy, who is shown catching a ride on the bus among other things.

DART First State was excited to be part of the commercial by providing a Gillig Hybrid for on-board filming. The film company, The Kitchen, shot video of the Kia Soul Hamster riding the bus around the Riverfront and along Market Street in downtown Wilmington. To view photos of the on-board filming, visit DART’s Flickr Page by clicking on [photos](#).

United Way of Delaware’s “Drive to 125” campaign, celebrating the United Way’s Worldwide 125th Anniversary, asks for first-time donations of \$125, and all donors are entered into a raffle to win a new Kia Soul. As part of the campaign a commercial was filmed in the Wilmington, Delaware area featuring the Kia Soul Hamster.

DART Chief Executive Officer Lauren Skiver endorsed the filming saying, “We, at DART, are pleased to work with the United Way in their efforts to serve others. DART is committed to the public and the communities we serve with our many transit services. We, at DART, are the community connector for Delaware.”

The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First State. For information on fixed route bus services statewide, please call 1-800-652-DART or visit www.DartFirstState.com.

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