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For immediate release:

2BNB (To the Bottom and Back) makes major statement regarding growth of service.

The founder of 2BNB, Jim Porter, and his staff, will hold a press conference at Koontz Paint and Body works, 2801 West Clay Street, in Richmond VA at 2pm, Friday July 2, 2010.

The conference is called to announce a new and improved website, more advanced bus tracking and the unveiling of a new bus, the third bus to go online. This 76 passenger unit is being put in service to accommodate the increased demand along the route 2BNB has been running since August 2009.

To The Bottom and Back, Inc. (2BNB) is a 501(c)(3) and is organized exclusively for charitable and educational purposes. To this end, the corporate mission is to:

1. Reduce the quantity of drinking and driving incidents and create safer streets for pedestrians and motorists alike and create awareness through education to the dangers of drinking and driving.
2. Provide free transportation relief of the poor, the distressed or underprivileged in conjunction with other charitable organizations.
3. Through transportation, encourage a more eco-friendly way to move about Richmond and other cities.
4. Provide a transportation catalyst for the people to enjoy the sights, culture and entertainment Richmond, or other cities, has to offer.

2BNB currently operates buses on a continuous loop throughout the major arteries in the city from 6pm to 3am, Thursday-Saturday. 2BNB bridges the gap between the Fan district and the East End/Downtown, an area approximately 5 miles long, and aims to fill the void that existing public transportation creates. We will stop anywhere along the route for a pick up or drop off. The bus can also be tracked on the route real-time from our website or a Smartphone. We also intend to produce a series of educational videos regarding the perils of drinking and driving. These will feature interviews from those involved on both sides of the subject. We feel it is also our duty to help other non-profit organizations with their transportation needs, specifically providing transportation for the less fortunate in times of need. We have worked with The Giving Heart, The Angel Tree and The Salvation Army. Recently, we worked along side of Habitat for Humanity and Art 180.

Thank you!