

Tofino Bus Teams Up With the Big Dogs

Tofino, BC - October, 29 2006 - It's a classic story of a little bus that could. Five years ago, the Tofino Bus was operating as an 11 passenger van service aimed at taking surfers, hikers, campers and their gear to the rugged and beautiful west coast attraction that is the Pacific Rim. Just as the coastal communities of Port Alberni, Ucluelet and Tofino have grown and evolved in this time, so have the transportation needs of the residents and visitors that travel up and down the west coast of Vancouver Island. As of October 29, Tofino Bus Services will become the Greyhound interline carrier on this route, for both freight and passengers.

The Tofino Bus will operate independently under the existing staff and management, but will interline its entire schedule and ticketing system to integrate with the current Greyhound and Courier Express North America-wide network. Bus tickets and parcel services will be available at all current Greyhound agencies, including the new, bigger Tofino Bus Depot that moves to 416B Main Street from its current Campbell Street location on November 6th.

Tofino Bus will exclusively operate the daily scheduled runs previously operated by Greyhound on the Nanaimo, Parksville, Port Alberni, Ucluelet and Tofino corridor. Greyhound is not leaving the island; they will maintain all of their existing routes on the eastern Island corridor and on the mainland. Essentially, a passenger can still purchase a bus ticket from Halifax to Tofino as they have in the past, and a supplier will be able to ship freight from Toronto to Tofino as well, but from Nanaimo, they will now be travelling on a Tofino Bus highway coach. Upgrades to the existing Tofino Bus fleet include 2 full sized highway coaches with onboard washrooms and other amenities to accommodate the higher volumes of passengers and freight.

Owner Dylan Green explains, "This is an exciting development for the company. We are looking forward to expanding our service by integrating with the Greyhound network, allowing for more connections to other communities like Parksville and the Comox Valley that we currently do not service on our existing route." Tofino Bus Service Inc. has been in operation since June 2001, but Owner/Operator Dylan Green has since modified and expanded the business from its original once-daily seasonal service in one 11-passenger van. In 2005, Mr. Green received a *Young Leaders in Rural Canada Award for Innovation*, for his commitment to improving transportation in the region, and was also recognized in June 2006 as a *Top 40 Under 40* recipient in the Transportation category as an exceptional young entrepreneur on Vancouver Island.

"As Vancouver Islanders know, our transportation needs here are often unique and challenging," states Mr. Green. "Connections to the West Coast often include ferries, air travel, and train service from communities across the Island. We are looking forward to meeting these challenges and offering our riders seamless connections with our existing industry partners and the Greyhound." Added benefits to the schedule modifications include being able to offer day trips to the West Coast from Nanaimo and Parksville. From the North Island, with the recent addition to the BC Ferries fleet on the Inside Passage route, passengers will soon be able to connect from Port Hardy to Tofino and Ucluelet in one day, a significant improvement to what used to be a two-day journey.

From humble beginnings, Tofino Bus is quickly growing into a thriving business, currently employing 18 permanent employees, with passenger demand growing from almost 400 riders per month initially, to over 2,000 during the summer season. In 2004, the company moved from a seasonal to a year-round operation with a fleet of five vans. In 2005, the company became the school bus operator for both Tofino and Ucluelet, operating five school buses in the area per day. Tofino Bus now operates with a fleet of 15 buses, including 21 and 24 passenger mini coaches primarily used for local charters, and beginning November 1st, two full size passenger coaches for all scheduled departures.

For schedule or charter information please visit www.tofinobus.com, or call 1-866-986-3466.