

**For Immediate Release**

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**METRO Wins Multiple 2025 Hermes Creative Awards for Marketing Excellence**

Santa Cruz, CA (May 13, 2025): Santa Cruz METRO is proud to announce that its marketing efforts have been recognized with top honors in the 2025 Hermes Creative Awards, an internationally renowned competition celebrating excellence in creative communication. METRO received the prestigious Platinum Award for its Youth Cruz Free campaign and the Gold Award for its Next Stop Video Series, both of which demonstrate the agency's commitment to promoting sustainable public transit through strategic storytelling and impactful messaging.

Additionally, METRO earned Honorable Mentions for two additional initiatives—its One Ride at a Time campaign and the How to Ride video—both of which continue to raise awareness about transit accessibility and environmental sustainability. These awards, presented by the Association of Communications and Marketing Professionals, underscore METRO's dedication to increasing public engagement and ridership while showcasing the vital role transit plays in the Santa Cruz community.

**Award-Winning Campaigns**

- **Platinum Award: Youth Cruz Free** Recognized in the category Strategic Campaigns / Marketing / Digital Marketing, this campaign, "Empowering Santa Cruz Youth with Free Transit," highlights the importance of providing fare-free public transit to students in grades K-12. Judges praised the campaign's digital outreach and messaging strategies that successfully encouraged equitable transit access for local youth.

"Youth Cruz Free has removed a significant barrier for young people in our community by making public transit more accessible and affordable," said Corey Aldridge, CEO/General Manager of Santa Cruz METRO. "We've seen a clear increase in youth ridership since launching the program, and that growth reflects the demand and value of fare-free transit for students in Santa Cruz County."

- **Gold Award: Next Stop Video Series** Awarded in the category Electronic Media / Social Media / Interactive Media, METRO's video series, "Exploring Santa Cruz – A METRO Rider's Journey," showcases local destinations accessible via transit. Designed to inspire exploration and highlight the benefits of sustainable travel, the series has resonated with riders across the region.

[Watch the Next Stop video series here](#)

## Honorable Mentions

- **One Ride at a Time:** Driving a Greener Future with Santa Cruz METRO *Category: Electronic / Social / Interactive Media* Recognized for its success in promoting METRO's leadership in environmental sustainability. Previously awarded the 2024 Hermes Platinum Award, this campaign continues to elevate awareness of green transit initiatives.

[Watch the video](#)

- **How to Ride Santa Cruz METRO: A Rider's Guide to Public Transit** *Category: Educational Video* This video, recognized for its clarity and accessibility, helps new riders navigate public transit with ease.

[Watch the How to Ride video](#)

"METRO is honored to receive two 2025 Hermes Creative Awards and two Honorable Mentions for our marketing efforts to increase access and promote the benefits of public transit," said Danielle Glagola, Chief Communications & Marketing Officer at Santa Cruz METRO. "At METRO, we strive to create engaging, informative campaigns that encourage transit usage and resonate with the public, so it's truly an honor for Hermes to acknowledge our work across multiple sectors of marketing and communication."

With these latest accolades, METRO now holds a total of **six Hermes Creative Awards and two Honorable Mentions**, reflecting the agency's continued excellence in transit marketing and outreach.

For more information about Santa Cruz METRO, visit [scmetro.org](https://scmetro.org). To learn more about the Youth Cruz Free program, visit [scmetro.org/youthcruzfree](https://scmetro.org/youthcruzfree).

## About Us

### **Santa Cruz Metropolitan Transit District (METRO)**

Established in 1968, METRO'S mission is to provide environmentally sustainable transportation to Santa Cruz County. METRO directly operates county-wide, fixed-route and Highway 17 commuter service, with connections to Santa Clara County and Monterey Salinas Transit at our Watsonville Transit Center. The agency also operates ParaCruz paratransit service. Today, METRO operates a fleet of 94 buses on 20 fixed routes and 32 paratransit vehicles.

Every ride on a METRO bus takes cars off the road, significantly reduces greenhouse gas emissions, and supports economic opportunity and quality of life in our community. Moving into the future, METRO strives to meet the following goals:

- Increase transit ridership to 7 million trips annually within the next five years
- Transition to a zero-emissions fleet with a mix of hydrogen and electric vehicles
- Increase affordable housing at METRO-owned transit centers to 175 units in the next 10 years.

For more information, visit [scmetro.org](https://scmetro.org).