



FALL RIVER
MASSACHUSETTS

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Fall River to Launch Public Trolley Service

(FALL RIVER, MA- May 21, 2024)- The City of Fall River is proud to announce the launch of a public trolley service intended to bolster tourism and dovetail with upcoming waterfront activities. This service, which will start on Saturday, June 1, 2024, is made possible by a \$50,000 grant from the Massachusetts Office of Travel and Tourism (MOTT)'s Fiscal Year 2024 Destination Development Capital Program, which is designed to enhance tourism resources and infrastructure in cities and towns across the Commonwealth.

"I'm very happy to see a trolley back on the streets of Fall River," says Mayor Paul E. Coogan. "The trolley looks beautiful, and it's going to make a great addition to our lineup of summer events. I hope everyone can use it to experience the city in a new light."

The trolley's regular route, which was developed through collaboration with Viva Fall River, will focus on the Taunton River waterfront and the surrounding area. Riders can access free audio tours and online guides listing museums, historical attractions, dining establishments, and recreational opportunities within walking distance of each stop at www.vivafallriver.com/trolley.

"The new trolley extends far beyond being a mere transportation for visitors to explore Fall River's neighborhoods and attractions," says Patti Rego, Executive Director of Viva Fall River, the tourism consultancy that worked with the city to launch the Trolley Service. "The tourism website's landing pages are brimming with insights not only about the city's current offerings but also delve into its rich history and cultural heritage. It's akin to having a knowledgeable tour guide accompany you on your journey. Crafting these experiences has been an enlightenment process for me, and I'm eager to share them with both tourist and locals, with the aim of enhancing everyone's experience in Fall River."

Outside of its regular route, the trolley will be available to rent for special events such as specialty tours, food tours, and bar crawls. Route details, upcoming events, fare schedules, rental applications and more will be available on the City's website at www.fallriverma.gov/trolley.

Please contact the Department of Facilities Maintenance facilitiesmaintenance@fallriverma.gov or call 508-324-2226 for rental information.

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