



PRESS RELEASE

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On the Road with Adopt A Stop in St. Kitts and Nevis

By now, Kittitian commuters have noticed the green, yellow and red solar-lit bus sheds on the road in St. Kitts. Barbados-based Managing Director, Barney Gibbs has confirmed that the first 20 shelters are already installed and operational on the island of St. Kitts, while a further investment of more than 20 other shelters are due to arrive in the twin island state by the end of October, 2015.

Adopt A Stop St. Kitts and Nevis provides seating and shade for public transit commuters as well as outdoor advertising for sponsors at no cost to Government. Gibbs says, "We have explored moving into other regional markets as the project is scalable and designed to fit local needs. St. Kitts and Nevis has emerged as one territory with the right conditions to make a bus shelter project successful with a fairly organized public transport system, good regulatory environment and a socially conscious business sector". From the perspective of the St. Kitts and Nevis Government's transport regulators, the bus shelter project provides an opportunity to provide safe access points to the public transit and manage local traffic with designated bus stops.

With over 20 years of experience in outdoor advertising in the Caribbean, Gibbs notes that, "The success of the project has always been in its responsiveness to local communities and its focus on environmental sustainability. We have always chosen tropical architecture as a reference point for the design of the shelters and selected the local vernacular based on the availability of locally-sourced materials, hurricane resistance and its strong associations with the cultural identity of local communities. The roofline is also the ideal pitch for the installation of photovoltaic (PV) solar panels which provide commuters with ambient lighting at night and sponsors with greater visibility of their product".

Negotiations with the St. Kitts and Nevis government were initiated 2 years ago and both Gibbs and Lance Dunn, Adopt a Stop's Strategic Director, worked with local officials to implement the project. Dunn notes, "Given the success of the bus shelter project in Barbados, expansion to other Caribbean nations which need public transit infrastructure was compelling. Over many discussions and much research, St Kitts and Nevis was chosen for the first expansion outside of Barbados. Based on the

great reception from the Government, residents and business community in St Kitts and Nevis, we are now actively researching further areas of expansion”.

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