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**NICE MEDIA CONTACT:**

Mark L. Smith, Epoch 5

Office: 631-427-1713

**Cell (best number to use): 631-356-7097**

[msmith@epoch5.com](mailto:msmith@epoch5.com)

**NICE BUS INTRODUCES NEW ON-DEMAND RIDESHARE PROGRAM  
ALONG SOUTH SHORE CORRIDOR**

*NICE-MINI Provides a Reliable and Affordable Public Transportation Alternative to Private Ride Services; Introductory Service is Free of Charge in Month of June*

**Garden City, NY (June 15, 2022)** – Seeking to provide a reliable, safe and affordable public transportation alternative to private ride services, NICE (Nassau Inter-County Express) Bus this month has introduced NICE MINI, a new rideshare service operating along Nassau’s South Shore.

The flexible, on-demand service allows customers to reserve rides to and from any desired location along a corridor from Merrick to Lynbrook which extends approximately one-half mile to the north of and to the south of Merrick Road and Atlantic Avenue, known as the NICE MINI Service Zone. (see photo)

“NICE Bus is always innovating to remain current with shifting models and trends in transportation,” noted Jack Khzouz, CEO. “With the advent of private ride services in our culture over the last few years, we challenged ourselves: ‘how can we provide a similar level of service, convenience and dependability in a public transportation mode?’ and are excited to be rolling out our first NICE MINI service along Nassau’s South Shore corridor.”

To establish awareness of the new service, Khzouz noted that NICE MINI service will be offered free of charge throughout the month of June.

NICE MINI service began June 6<sup>th</sup> within the communities of Merrick, Freeport, Baldwin, Oceanside, East Rockaway and Lynbrook and operates Monday through Friday between the

hours of 7:30 a.m. to 7:30 p.m. Smaller buses are used for MINI service and the system is a 'ride share model' so there may be additional pickups and drop-offs along the way.

Customers may reserve a ride via a reservation system (516-228-4173) or by downloading the NICE MINI app from the App Store or Google Play. When ordering via MINI app, a customer will need to create an account and provide details of pickup and destination, as with any private ride service. NICE MINI can be used for door-to-door pick up and drop off within the Service Zone, and also presents a reliable and affordable means to connect from work or home to the broader public transportation network of bus and rail.

All NICE MINI buses are ADA compliant and can accommodate wheelchair-bound riders. As per New York State Department of Health regulations, masks or facial coverings are required on all public transportation including NICE MINI.

While offered free during the month of June, the one-way charge for a NICE MINI ride will be \$2.75 (the same as a ride on any fixed NICE route) and can be paid by coin, MetroCard or NICE transfer on board, or via credit card in advance on the app. NICE Mini does not implement surcharges ('surge prices') or increased fees during peak travel times.

Complete information is available at [www.ridemini.com](http://www.ridemini.com).

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