

FOR IMMEDIATE RELEASE

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Yellow Cab of Charleston announces *A Part of Your Journey* Campaign

Charleston, SC – August 31, 2010 – Seeking to bring positive change to taxi service in the Tri-County area while also understanding the needs of area residents and visitors, Yellow Cab of Charleston announced their new *A Part of Your Journey* campaign today. The campaign will directly take on past service failures and significantly raise the level of taxi service that's expected and delivered to Tri-County area residents, businesses, and tourists.

"Whether it's going to work, a date downtown, home from the airport, or rushing to the hospital, or a first visit to our lovely city, each person who rides with us is on their own journey and deserves to be treated well and taken care of," said Yellow Cab of Charleston's Ernie Crosby. "We've heard from too many dissatisfied taxi customers and know it's time for real change." Service issues are nothing new to the taxi industry, but Yellow Cab of Charleston's *Your Journey* campaign hopes to not only acknowledge and apologize for past problems, but more importantly bring about lasting change by connecting with customers and the community in an honest and meaningful way.

"The *Your Journey* campaign is about much more than improving customer service," said Yellow Cab of Charleston's Jerry Crosby. "We're sincerely hoping to hear about the individual journeys people are on. We feel honored to be a part of their day and look forward to getting to know our customers more personally."

In addition to the personal support of Yellow Cab of Charleston drivers, dispatchers, and operators, the campaign will utilize a newly created Facebook page and a dedicated Customer Relations phone number (both of which will be posted in all Charleston Yellow Cabs). Whether it's with a personal phone call or by posting on Facebook, Tri-County residents, visitors, and taxi customers are encouraged to share their experience and stories with Yellow Cab of Charleston.

For more information about Yellow Cab of Charleston or the *A Part of Your Journey* campaign, please contact Jerry Crosby at 843-577-2036. Media inquiries, please contact Stephen Hennessy at 843-754-3917.

About Yellow Cab of Charleston

Ernie and Jerry Crosby are proud to continue the quality taxi service first brought to Charleston by their father G.S. (Steve) Crosby in 1962. Today Yellow Cab of Charleston has over 20 employees and 70 cabs on the streets of Charleston.

Yellow Cab of Charleston Customer Relations line: 843-580-2060

www.facebook.com/YellowCabofCharleston