



FOR IMMEDIATE RELEASE:

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### **Roots N Blues N BBQ Festival Encourages Festivalgoers to Ride COMO Connect**

COLUMBIA, MO—Since its launce in 2007, the Roots N Blues N BBQ Festival has continued to promote affordable, efficient and green transportation options for the September 26-28 festival at Stephens Lake Park. This year, Columbia's new mass transit system has teamed up with Roots N Blues in hopes to reduce downtown traffic and to promote a greener festival.

COMO Connect will pick up fans from all over Columbia, including area hotels, neighborhoods and downtown. The service will also pick up out of town fans from local Columbia Hotels. Bus route maps are included in the 2014 Roots N Blues N BBQ Festival Pocket Guide, the Break Time Mobile App, the COMO Connect brochure, or the COMO Connect mobile app. All COMO Connect busses are free all weekend and ADA accessible.

Those with ADA travel needs are encouraged to contact the festival with questions.

Local fans can drive to any Columbia parking garage to be picked up by a yellow bus that will take them to the entrance of the festival.

In other efforts to go green, fans are asked to bring a clean, recyclable water bottle to enjoy free water at the park all weekend long. Smokers are encouraged to utilize the butt garden to properly dispose of discarded cigarette butts, and cyclists are offered free bike parking and a chance to win cool prizes.

Roots N Blues N BBQ will run September 26-28 at Stephens Lake Park. Visit [rootsnbluesnbbq.com](http://rootsnbluesnbbq.com) for more tips on how to enjoy your festival experience.

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