



# City of Burnsville

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**FOR IMMEDIATE RELEASE**

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## **THE WHEELS ON THE BUS GO ‘YOU BELONG’**

*City of Burnsville Wraps MVTA Bus with You Belong Here Message*



City of  
Burnsville

Transit riders, motorists and more across the metropolitan area will know that they belong in Burnsville when a newly wrapped Minnesota Valley Transit Authority (MVTA) bus rolls through their neighborhood.

**YOU  
BELONG  
HERE**

In partnership with MVTA, the City launched the “You Belong Here” bus in early December. The bus will travel on routes throughout the south metro and to Minneapolis, St. Paul and the airport through May 2020.

The bus, which states “Families Belong Here” on one side, and “Entrepreneurs Belong Here” on the other is meant to help share the message that Burnsville is an open, welcoming and diverse community for both residents and businesses. Faces of actual Burnsville residents and entrepreneurs are represented on the bus wrap and other advertising planned for 2020.

Residents are encouraged to snap a photo if they see the bus and share on social media using #YouBelonginBville.

### **About ‘You Belong Here’**

Earlier this year, the City received feedback from more than 1,400 residents, non-residents, and community stakeholders about what they admired about Burnsville. Through these engagements, people repeatedly said that Burnsville was “inclusive,” “welcoming,” “diverse,” “friendly,” and “felt like home.”

At the heart of this feedback was a sense of belonging. Thus, City of Burnsville: You Belong Here was developed. The message will continue to be used going forward to support the community’s values and to help attract new businesses and residents. #YouBelonginBville

For more information on the You Belong Here campaign visit [www.burnsvillemn.gov/youbelong](http://www.burnsvillemn.gov/youbelong).

*(photos below – high resolution and additional photos available upon request)*



*In partnership with MVTA, the City launched the “You Belong Here” bus in early December.*



*Burnsville City Council with the “You Belong Here” bus.  
From L to R: Council Member Dan Kealey, Council Member Dan Gustafson,  
Council Member Cara Schulz, Mayor Elizabeth Kautz, Council Member Vince Workman*

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