



**For Immediate Release**  
November 27, 2023

**Contact:** Mia Harvey  
901.273.6366  
[mharvey@matatransit.com](mailto:mharvey@matatransit.com)

### **MATA Honors the Life and Legacy of Rosa Parks**

**Memphis, Tenn-** The Memphis Area Transit Authority (MATA) will honor the life of Rosa Parks and her contribution to civil rights on Friday, December 1.

On December 1, 1955, Mrs. Parks refused to give up her bus seat to a white passenger. She was arrested and fined. Four days later, in response to Mrs. Parks' arrest, a year-long bus boycott began. It ended when the Supreme Court ruled that segregation on public transportation was illegal.

"Rosa Parks' courageous act changed America and redirected the course of history," said MATA's Deputy Chief Executive Officer Bacarra Mauldin, "Today, our organization honors her life and legacy as a civil rights trailblazer that exemplified courage, grace, and dignity.

The agency will keep vehicle headlights on all day to represent her light, the first passenger seat will have a commemorative rose, and the bus electronic header signs will rotate with a special message honoring Rosa Parks.

###

#### **About MATA**

The Memphis Area Transit Authority (MATA) is the public transportation provider for the Memphis area. As one of the largest transit operators in the state of Tennessee, MATA transports customers in the City of Memphis and parts of Shelby County on fixed-route buses, paratransit vehicles and vintage rail trolleys. For more information, visit [www.matatransit.com](http://www.matatransit.com).