

## Bailey Bus is a mobile billboard for “Explore York”

By Tracey Simmons, UMA Staff

YORK, PA - York County in Pennsylvania has a grant program for companies who help promote local tourism. John Bailey, owner of UMA Member, Bailey Bus in Spring Grove, PA, has frequently applied for these grants and puts the funds toward creating bus wraps promoting important local causes.

One such cause is the bus wrap for "*Explore York*" (above) and it serves as a promotional tool at local CVB events such as FAM trips. It serves as a mobile billboard when the bus goes out of state as well.

Other Bailey Bus wraps include the United Way's *Day of Caring*, the Rotary *Fight Polio*, *Gold Star Family*, and one for *Revolution*, the local baseball team. The next one is related to UNICEF. "It's very important to me to help York organizations. I believe in making a positive impact," John Bailey said.

Local graphics company "Imagineered" has created most of the wraps for Bailey, which are valued at \$6,000 to \$8,000. That company also has a strong community spirit. For example, they donated a wrap used by Bailey for a Veteran's Day caravan bus trip to Arlington Cemetery.

"At Thanksgiving, we even donated a free bus to a certified nonprofit which helps with emergencies such as floods or fires, hurricanes, etc.," John said. They were very grateful, as they had to haul everything in vans and cars.

John comes from a long line of travel professionals. In 1933, John's uncle began a York travel agency. One of his first group trips was to the 1933-34 World's Fair in Chicago.

"In 1949 when my father returned from serving his country in WWII he joined his brother Glenn to form Bailey travel service. I founded Bailey coach the Motorcoach company in 1998," John said.

His father also once led the York Tourism Bureau. Today, John remains very active in promotions with the York CVB and the Rotary.

