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Miller Lite sponsors Free Rides in the Twin Cities on St. Patrick's Day

The company's Free Rides program has provided nearly 10 million rides nationwide since 1988

MINNEAPOLIS – March 4, 2026 – Molson Coors is once again partnering with Metro Transit to activate its Miller Lite Free Rides program for St. Patrick's Day in the Twin Cities. Minnesotans will have access to fare-free public transportation from **6 p.m. on Tuesday, March 17 to end of service on all Metro Transit routes – buses and light rail.**

"Miller Lite is proud to help bring Twin Cities residents together for St. Patrick's Day and to help be sure people get home safely," said Alison Hanrahan, community affairs manager, Molson Coors.

Since its debut in Milwaukee in 1988, Free Rides has provided **nearly 10 million rides** nationwide through partnerships with local transit agencies.

St. Patrick's Day Free Rides kicks off the 2026 program, which will extend to additional markets during major holidays and community events throughout the year. Further details will be released later in the year.

In 2025, Molson Coors partnered with local transit agencies in eight cities to provide fare-free rides on three different occasions. Last year, the program provided more than 29,000 rides in the Twin Cities area.

To help increase access to free rides on St. Patrick's Day, Metro Transit has also partnered with the Minnesota Valley Transit Authority (MVTA), to provide transportation in the southern portion of the Twin Cities.

"We are pleased to offer everyone celebrating St. Patrick's Day in the Twin Cities access to convenient, fare-free rides," said Metro Transit general manager Lesley Kandaras. "With frequent and reliable service across our region, taking transit to and from St. Patrick's Day festivities has never been easier – simply hop on and enjoy the ride courtesy of Miller Lite."

Those in the Minneapolis/St. Paul area can visit the Metro Transit [website](#) to review routes and plan their St. Patrick's Day travel.

About Molson Coors Beverage Company

For more than two centuries, Molson Coors has brewed beverages that unite people to celebrate all life's moments. From our core power brands Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Carling and Ožujsko to our above premium brands including Madri Excepcional, Staropramen, Blue Moon Belgian White and Leinenkugel's Summer Shandy, to our economy and value brands like Miller High Life and Keystone Light, we produce many beloved and iconic beers. While Molson Coors' history is rooted in beer, we offer a modern portfolio that expands beyond the beer aisle as well, including flavored beverages like Vizzy Hard Seltzer, spirits like Five Trail whiskey and non-alcoholic beverages like ZOA Energy. As a business, our ambition is to be the first choice for our people, our consumers and our



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customers, and our success depends on our ability to make our products available to meet a wide range of consumer segments and occasions. Molson Coors Beverage Company is a publicly traded company that operates through its Americas and EMEA&APAC reporting segments and is traded on the New York Stock Exchange and Toronto Stock Exchange. To learn more about Molson Coors Beverage Company, visit molsoncoors.com.

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