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Miller Lite sponsors free rides in the Twin Cities on St. Patrick's Day
The Free Rides program has provided over 9 million rides across the country since it began in 1988

MINNEAPOLIS – March 4, 2025 – For those celebrating St. Patrick's Day in the Twin Cities, Molson Coors is once again partnering with Metro Transit to activate the Miller Lite Free Rides program. Minneapolisians will have access to fare-free public transportation from **6 p.m. on Monday, March 17 until the end of regular service on all routes**, as well as on all METRO bus and light rail, with extended service in the downtown area.

"No matter where the festivities take you, we want our Twin Cities community to feel confident knowing that free rides will be available on Monday, ensuring everyone can get to their destinations with a reliable ride," said Alison Hanrahan, community affairs manager, Molson Coors.

Miller Lite's Free Rides program, which began in Milwaukee in 1988, has offered public transit to residents for almost four decades, underscoring Molson Coors' commitment to promoting responsible celebrations and serving its hometown communities. Since its inception, **more than 9 million rides** have been provided nationwide.

St. Patrick's Day Free Rides kicks off the 2025 program, which will extend nationwide during other major holidays and sporting events throughout the year. In 2024, Molson Coors partnered with local transit in 10 cities to provide fare-free rides on four different occasions. Last year, the program provided over 25,000 rides in the Twin Cities area alone.

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.

"For everyone celebrating St. Patrick's Day in the Twin Cities, we are pleased to offer free rides again this year," said Lesley Kandaras, general manager, Metro Transit. "Getting to your destination safely has never been easier. Simply hop on and enjoy a free ride courtesy of Miller Lite."

In addition to the Twin Cities, Molson Coors will offer Free Rides on March 15 to all those enjoying the St. Patrick's Day festivities in Milwaukee.

Those in the Minneapolis area can visit the [Metro Transit website](#) to review transit routes and make plans for a free ride this St. Patrick's Day weekend.

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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