

**For immediate release**

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## **Passion, Tourists and Perseverance: Pegasus Transportation Celebrates 20th Anniversary**

Orlando, Florida (February 2014) – Pegasus Transportation (Pegasus), a Florida transportation company offering premium motor-coach and destination management travel services, is celebrating 20 years in business. Established 1994, Pegasus was born when president and founder, Fernando C. Pereira saw an opportunity in the steady influx of Brazilian tourists flocking to Florida during that time. His wife, Claudia Menezes, later joined him in 2001 to assist in growing the company.

The steady arrival of Brazilians led to a business concept that has since evolved to make this growing transportation company an iconic sight around theme parks, local attractions and shopping centers in the State. Since its inception, Pegasus prides itself and is dedicated to providing global and local clients with the highest level of service. The organization that started in a 100-square foot office, with one 15-passenger van and Fernando as the sole driver, today employs 85 employees, has the 3<sup>rd</sup> largest fleet in Orlando using only late-model European coach buses with 4G Wi-Fi and two Florida offices in Orlando and Miami.

“Twenty years marks a significant milestone for Pegasus. We began as a small business working with one van, and have grown significantly over the years. We have definitely met challenges like 9/11 and Hurricane Charlie which brought the travel industry to a halt; but we continued to push forward,” said Pereira. “We are honored and humbled to share our 20<sup>th</sup> Anniversary with so many key people that have helped Pegasus grow. For two decades, Pegasus has personified the spirit and value of strong determination and resilience in business.”

As a result of that resolve, today Pegasus is a multi-million dollar generating company which has seen steady 10 percent annual growth rate over the last three years. Pegasus provides resources, knowledge and multilingual staff (English, Portuguese, Spanish and French) to support the planning and execution of any group visiting the Sunshine State. Pegasus is also a major source of revenue for Florida, specifically shopping venues. They complement their tourist destination tours such as Disney or Universal Studios theme parks with quality shopping experiences. They work closely with shopping centers such as Mall at Millenia, Orlando Premium Outlets, Sawgrass Mills and Simon Malls throughout the state.

“We know that international visitors make a strong impact on not only Orlando, but Florida’s economy. Latins’ love to shop; it is their number one activity. In 2012 visitors from Latin America spent \$5.4 billion

while in the Sunshine State,” said Claudia Menezes, vice president of Pegasus. “Pegasus is more than a transportation company – we connect willing buyers to retailers who offer the products they want while in traveling in Florida. Helping the economy is an added bonus for us!”

In addition the positive impact to the State’s economy and dedication to its clients, Pegasus has equally been committed to charitable giving throughout the years. Pegasus believes in corporate responsibility and has cultivated a culture of giving back to the community working closely with Orange County Head Start, Inc., A Gift for Teaching, Ronald McDonald House Charities, Student Youth Travel Association and the Howard Phillips Center for Children and Families.

“We are excited that we will be celebrating and coming together to reflect on our past and look forward to our future,” said Pereira. “We want to express our sincerest gratitude and wishes to our clients, and community and hope that we can continue to grow our current success, together.”

### **20<sup>th</sup> Anniversary Celebration**

Pegasus invites you to join them for the 20 year celebration as they say thank you to those who have helped the business grow to where it is today

March 11, 2014 – 5:30 p.m. – 8:00 p.m. / Mall at Millenia / 4200 Conroy Rd

### **Pegasus Transportation Facts**

- Established 1994
- Recipient of the 2011 U.S. Small Business Administration North Florida District Small Business Person of the Year Award – Fernando C. Pereira
- Celebrating 20 years of business March 2014
- 1 million miles were traveled by Pegasus buses in 2013 – Where can 1 million miles take you? 4 round trips from the earth to the moon and back; 300 round trips across the U.S. and back
- Transported over 110,000+ visitors in Florida in 2013

### **ABOUT PEGASUS TRANSPORTATION**

Pegasus Transportation (Pegasus Bus) is a Florida transportation company offering bus transfers and charter bus services to and from hotels, resorts, convention centers, attractions, shopping venues and theme parks in the Orlando and Miami metropolitan areas. Pegasus Bus was founded in 1994 to provide clients with the highest level of service in group transportation with an international staff covering multiple languages to serve the global community. The company offers additional support services including attraction tickets, car rentals and cruises for the convenience of leisure and business travelers. Pegasus is dedicated to providing global and local clients with the highest level of service in group transportation and working with you and your individual group needs to provide you with the finest transportation available for any event or occasion in Florida. For more information visit [www.pegasusbus.com](http://www.pegasusbus.com).