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| **Wednesday, August 29, 2012120829-1****In this Issue:*** **Metro Wins Six Marketing Awards from APTA**
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| **Metro Wins Six Marketing Awards from APTA**We received word today that customer materials from Metro’s Communications department have won First Place Awards in six categories in the Adwheel Awards, APTA’s annual transit marketing competition. Efforts to call attention to “Human Trafficking” issues were honored in the Advocacy Advertising category. The “More Trains, More Often” campaign, which promoted Metro Rail’s expanded service every 10 minutes until midnight, picked up three awards in categories for Print Advertising, On-Board Posters and Digital Advertisements. New pictorial Wayfinding Maps on rail platforms were also cited in the Maps category. Finally, our monthly on-board publication “Metro Insider” took the top spot in the Publications category. The Adwheel competition draws about 600 entries from transit agencies throughout the nation. The awards will be presented formally at APTA’s annual meeting in Seattle from September 30, 2012 to October 3, 2012. |
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