

MTA, Hollywood & Highland Launch Coupon Promotion

By GARY WOSK

(Nov. 1, 2001) The MTA and Hollywood & Highland launched a joint promotion, this week, that will provide Metro System patrons special discounts on merchandise, services and food at more than 30 stores and restaurants. The \$615 million entertainment complex opens Nov. 9.

The MTA is placing 60,000 special "Next Stop Stardom" take-one cards on all buses and trains to promote the discount program.

Another 20,000 cards will be handed out, Nov. 9 through Nov. 18, by MTA ambassadors stationed at busy bus and rail points during peak hours.

Each take-one card includes a tear-off portion that will entitle Metro customers to a "Hollywood & Highland VIP Backstage Pass" coupon booklet containing the special offers. MTA employees may participate in the coupon promotion.

Metro customers must take the tear-off portion of the "Next Stop Stardom" cards to the Customer Service Desk at Hollywood & Highland to receive a coupon booklet.

The "Next Stop Stardom" take-one cards also will be available at MTA Customer Centers and at various pass and token sales locations. The public also can call MTA at 1-800-COMMUTE to request a take-one card.

Among merchants offering special discounts at Hollywood & Highland are: Aldo Shoes, Argenti, Book City, Kodak Image Center, Hollywood Walk of Fame Tour, Optique Vivendi, Dejaun Jewelers, Debbie Reynolds' Hollywood Motion Picture Collection, Cupid's Hot Dogs, Cold Stone Creamery and Johnny Rockets. Other merchants include Build-A-Bear Workshop, Sephora, Shangri-La Dee Da, Sport Americana, Sun's Up, Origins, Café Mozart of Europe, Twist at Renaissance Hollywood Hotel and Fresh Fire Kabob.

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