



NEWS

MEDIA ADVISORY

AUGUST 19, 1994

- WHAT:** In preparation for new MTA fare structure scheduled to be implemented Thursday, Sept. 1, MTA announces increase in number of token sales outlets to give MTA bus and train riders throughout Los Angeles County the opportunity to purchase 90-cent discount tokens. Each 90-cent token represents a one-third discount off the new basic cash fare of \$1.35. Last month, the MTA Board of Directors voted to eliminate the regular monthly pass. The token therefore becomes the best MTA discount available.
- WHEN:** **Monday, August 22, 1994**
10 a.m.
- WHERE:** Shoe Rax store, one of the largest-volume distributors of MTA tokens in the downtown Los Angeles area
806 S. Broadway at 8th Street
Los Angeles
- INVITED:** Supervisor Edmund D. Edelman, MTA Chairman
Raul Perez, MTA Board member
Franklin White, MTA Chief Executive Officer
Scott Mugford, MTA Customer Relations
- VISUALS:** Demonstration of 90-cent token registering "\$1.35" when dropped into electronic farebox for base fare payment
Brightly colored "WOW!" sign depicting MTA token signifying to public where tokens are available for purchase
Pentagon-shaped token holder keyring
Plastic bags containing 10 tokens
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