



NEWS

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FOR IMMEDIATE RELEASE

New MTA Transit Map Takes Riders 'All Over the Place' in LA County

An oversized, fold-out map of Metro Bus and Metro Rail routes, co-sponsored by the Metropolitan Transportation Authority (MTA) and Carl's Jr. fast-food restaurants, will help transit riders determine how to "get all over the place" in LA County.

The maps are being distributed free to customers at 159 Carl's Jr. restaurants, whose ad campaign promotes its juicy hamburgers with the "get all over the place" slogan.

The 3-foot by 5-foot map, which folds to a convenient 9 ½ by 12-inch format, details all public transportation systems, including light rail and municipal bus lines that link to Metro routes in the county's 88 communities.

Some 50,000 copies of the map were printed for distribution in LA County. The MTA is also distributing 50,000 "take-one" cards, with a \$1.99 Carl's Jr. coupon to promote the map, aboard Metro Buses and Metro Rail trains.

The four-color map includes insets detailing downtown Los Angeles and north Los Angeles County. It also provides a complete numerical listing of Metro and municipal bus lines.

The public transit map, featuring two Carl's Jr. ads, marks locations of Carl's Jr. restaurants along the way. Carl Karcher Enterprises, Inc., a strong proponent of public transportation, collaborated with MTA Marketing on the project.

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EDITOR'S NOTE: Your copy of the new MTA transit map is being sent by U.S. Mail with the original of this media advisory.