



NEWS

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MTA HOPES TO MAKE SCRIBES OUT OF METRO SYSTEM RIDERS

Starting Monday, Metro Bus and Rail riders will be given an opportunity to win great prizes but first they must express themselves — on paper.

Sponsored by the MTA's Marketing Department, the "Express Yourself and Win!" essay contest promotes the June 24 opening of the Metro Rail subway from Hollywood to the San Fernando Valley and asks patrons to explain how Metro Rail saves them time.

"Last Spring when we celebrated the extension of the subway from downtown Los Angeles to Hollywood we held a random drawing," said MTA Marketing Director Warren Morse. "Participants in the essay contest will find this more interesting because they have a hand in how well they do."

First, second and third place winners of the contest, which begins April 3 and lasts until June 1, will be selected by a panel of judges.

The grand prize is a round trip for two on Southwest Airlines to anywhere the airline flies. Second place is a \$250 shopping spree at Ralphs and third place is free travel on the Metro System for three months.

A total of 200,000 entry forms have been printed in English and Spanish and will be available on all Metro Buses and Metro Rail, which includes the light rail Metro Blue and Green lines and the Metro Red Line subway. Southern California Rideshare also will distribute the forms to some 4,000 companies.

The contest is open to legal residents of California, 18 years of age or older. Completed forms should be mailed to "Express Yourself and Win!" Contest, MTA Marketing Department, One Gateway Plaza, 19th Floor, Los Angeles, CA 90012-2952.

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