



NEWS

Oct. 30, 2001

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FOR IMMEDIATE RELEASE

NEW MTA METRO BUS AND RAIL BROCHURES MAKE TRAVELING THE METRO SYSTEM EASY AND FUN

MTA has made available a number of brochures that make using both the Metro Bus and Metro Rail system easy and fun.

"We have tried to develop a series of brochures with the customer in mind that will make it easy for our riders to get where they need to go as well as highlight points of interest within our service area," said MTA Deputy Executive Officer of Marketing and Customer Relations Warren Morse.

The Metro Bus Getaway Adventure brochure, for example, highlights a sampling of the many getaway adventures one can have using the Metro Bus system. Bus patrons can enjoy coastal fun and discover world-famous beach areas of Los Angeles, from Dockweiler State Beach in Playa del Rey to Santa Monica and Zuma Beach, all served by MTA's Metro Bus system.

The brochure, available at all MTA Customer Centers, on board Metro Buses and at various pass and token sales locations, also points out hot spots to shop, including the Baldwin Hills Crenshaw Plaza, the Beverly Center, Century City, City Walk at Universal Studios, Farmer's Market, Macy's Plaza, Melrose Avenue, Miracle on Broadway, Old Town Pasadena, Rodeo Drive and Westwood Village to name a few.

More...

The brochure also notes exotic places that can be reached by Metro Bus including Chinatown, Olvera Street, and Little Tokyo, various museums, as well as amusement venues like the Aquarium of the Pacific in Long Beach, Disneyland, Griffith Park, Hollywood Park, Staples Center, Hollywood Walk of Fame, Knott's Berry Farm and the LA Zoo.

Coming in mid-November, a similar Getaway Adventure brochure will be available that highlights points of interest in the downtown area of Los Angeles.

Another popular brochure is the "Take Metro Rail to LA's Brightest Spots." This brochure includes a map of the entire 60-mile Metro Rail system and highlights stations that serve various theme parks, museums, theaters and attractions.

In addition, several new take-one brochures are available on board Metro Rail trains that show patrons how to use the rail system to get to the newly developed multi-million dollar entertainment complex at Hollywood & Highland in Hollywood as well as City Walk at Universal Studios. The individual take-ones also offers patrons a discount at participating stores and restaurants.

For specific route and schedule information call 1-800-C-O-M-M-U-T-E or visit MTA's web site at www.mta.net.

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