



NEWS

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Look, Listen & Live

L.A. SPARKS BASKETBALL STAR LISA LESLIE PROMOTES MTA BUS AND RAIL SAFETY CAMPAIGN COUNTYWIDE

MTA has joined forces with the Los Angeles Sparks of the Women's National Basketball Association to promote safe behavior around Metro trains and buses.

Featuring league MVP Lisa Leslie, the new campaign reminds children not to play on train tracks and provides Metro riders with rail and bus safety messages.

The theme of the campaign, ***"Go for 3 points! Look, Listen & Live around buses and trains,"*** is now carried on various ads, posters and brochures on Metro Rail trains and Metro buses.

"Safety is a top priority for the MTA and we're very excited about working together with the L.A. Sparks," said MTA Board Chairman Hal Bernson. "This is the type of campaign that allows MTA to bring safety messages to the community we serve."

The L.A. Sparks also participates with MTA on rail safety programs presented at local schools and special player appearances to promote safety awareness. In addition, the Sparks will host an "MTA Night" at Staples Center to help the MTA deliver safety messages to Sparks fans.

More...

"I'm very proud to be able to serve as a role model for kids and the community," said Lisa Leslie. "I'm looking forward to working with the MTA to promote safety awareness around buses and trains and to keep our community safe and sound."

The countywide campaign focuses on children, especially those who need to cross train tracks to go to school or students whose daily commute to school is by bus. Joining MTA in the campaign are several municipal bus operators including Long Beach Transit, Torrance Transit, Montebello Bus Lines, Santa Clarita Transit, Foothill Transit, and Santa Monica Big Blue Bus.

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