



# NEWS

August 13, 1997

CONTACT: ANDREA GREENE/JIM SMART  
MTA MEDIA RELATIONS  
(213) 922-2702/922-2700  
FOR IMMEDIATE RELEASE

## MTA CONTEST WILL DETERMINE BILLIONTH BUS RIDER

The MTA has launched a search for its one billionth bus passenger.

The winner will get free airline tickets, \$1,200 worth of shopping sprees, flowers every month for a year, a monthly bus and rail pass for a year, and much more.

The MTA was created in April 1993, and some billion bus passengers later, the Authority is holding a drawing with the winner and runners-up to get free, donated prizes and gifts.

"It's time to say thank-you to our passengers," said Linda Bohlinger, interim chief executive officer. "We are in the business of serving people, and we think that it is appropriate to note our success by honoring them for using the MTA to get to their destinations."

Beginning August 15, brochures with entry forms to qualify for the grand prize will be available aboard Metro buses, at Metro customer centers and at selected Metro pass and discount token locations. The final drawing will be held October 8 at the Authority's headquarters at the Gateway Center. All of the prizes have been donated by local and national companies who support public transit as a means to achieve cleaner air and less congested highways.

More...

**The Billionth Rider grand prize winner receives:**

- Two round trip airfares from Southwest airlines to wherever the airline flies
- Shopping spree at Robinson's May
- Monthly \$75 flower arrangement for one year from 1-800-FLOWERS
- Shopping spree at Ralph's
- Day at the races for eight – Santa Anita Park
- Four Dodger baseball tickets
- Metro monthly pass for 12 months

**Four Silver Prize winners will receive:**

- Dinner for two at Outback Steakhouse
- Two Universal Studios tickets
- Two Los Angeles Zoo tickets
- One November Metro Monthly Pass

**100 Bronze Prize Winners will receive:**

- Billionth Rider T-shirts

Entries for the drawing must be postmarked by September 22. A drawing for five semifinalists and 100 T-shirt winners will be held on October 1. Semi-finalists will be asked to attend the final drawing at the Billionth Rider celebration event, held during National Ridesharing Week on Wednesday, October 8.

# # #