



NEWS

June 6, 2001

CONTACT: ED SCANNELL/MARC LITTMAN
MTA MEDIA RELATIONS
(213) 922-2703/922-2700
WWW.MTA.NET/PRESS/PRESSROOM
E-MAIL: mediarelations@mta.net

FOR IMMEDIATE RELEASE

METRO RAIL BEATS HIGH COST OF GAS

METRO RAIL, BEST TRAVEL BARGAIN TO NOHO THEATRE & ARTS FESTIVAL 2001

With gasoline prices still hovering around the \$2 per gallon mark, taking Metro Rail to NoHo Theatre & Arts Festival 2001 may well just be this summer's best travel bargain.

The northern terminus of the 59.4-mile Metro Rail system, the Metro Red Line's North Hollywood Station is your gateway to two days of fun, June 16 and 17, from 11 a.m. to 8 p.m.

Whether you start your journey on the Metro Red Line, or on the Metro Blue and Green lines, traveling to the festival is easy via Metro Rail. For less than the cost of a gallon of gas, Metro Rail takes you to the festival's doorstep.

Now in its ninth year, the NoHo Theatre & Arts Festival's free celebration of the arts takes place on Lankershim Boulevard between Cumpston Street and Magnolia Boulevard. The second largest festival in the City of Los Angeles, this year's festival promises to deliver a feast for the senses.

The festival will include free performances at 14 local theatres. Avant garde art will be on display. A main stage at the north end of the festival will highlight well known entertainers, while another main stage at the south end will be dedicated to an eclectic mix of rock n' roll tribute bands, pop and jazz dance, body painting, a selection of exotic animals, and much more.

More...

Page 2 of 2 Take Metro Rail To Noho Festival

This year's festival will be marked by the return of the highly popular children's area, Kid's Kourt. Sporting this year's theme "Kidsville," Kid's Kourt is an activity area where children can see magic, listen to storytelling, paint, watch a play, or meet cartoon characters.

More than 200 arts, crafts and food booths will be featured this year. In addition to a wide variety of arts, crafts and commercial items, food vendors will feature a panoply of cuisines from traditional to ethnic to gourmet.

Last year's festival coincided with the opening of the Metro Red Line North Hollywood extension and attracted a quarter million people. With Metro Rail ridership soaring to new heights, festival organizers are looking toward another record-breaking crowd.

#