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| **Wednesday, October 3, 2012121003-1****In this Issue:****Metro Wins Grand Award in APTA Marketing Competition** |
| **Metro Wins Grand Award in APTA Marketing Competition**The monthly “Metro Insider” on-board publication produced by Metro’s Communications department has been named as Grand Award Winner in the print category at APTA’s annual transit marketing competition, the Adwheel Awards. The award was presented Monday in a ceremony at APTA’s annual meeting in Seattle.  Communications also was honored with five other First Place Awards in subcategories of the competition. The “More Trains, More Often” campaign, which promoted Metro Rail’s expanded service every 10 minutes until midnight, picked up three of those awards in the areas of Print Advertising, On-Board Posters and Digital Advertisements. Efforts to call attention to “Human Trafficking” issues were honored in the Advocacy Advertising category, while new pictorial Wayfinding Maps on rail platforms were cited in the Maps category.  “Award recipients are creative, imaginative leaders, who set the bar for extraordinary public transit communications,” said APTA President & CEO Michael Melaniphy. “We celebrate their remarkable ability to create engaging materials and messages to advance public transportation.”  So congratulations go to our talented in-house Communications staff who provide top quality communications for all our programs, projects and services.The Adwheel competition drew over 500 entries from transit agencies throughout the nation. First place Adwheel honors are awarded in various subcategories of four different groups, based on system size. The Grand Award winners are selected from all of the First Place winners in each group.  |
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