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| **Monday, December 22, 2014141222-1**  **In this Issue:**  **Metro Motion Winter Edition 2014 – 2015**  **Metro Holiday Hunt Contest Promotes Going Metro to Savings and Holiday Free Fares** |
| **Metro Motion Winter Edition** **2014 – 2015**  The winter edition of Metro Motion has just been released. Go behind the scenes with Los Angeles radio and TV traffic reporters to find out the best and worst days for solo driving and their thoughts on creating mobility in our region. Take the Red or Purple Line to Pershing Square Station and enjoy snacks and new restaurants at the modernized Grand Central Market. Load your bike onto the front of Metro Local 96 and hop off for a ride through beautiful Griffith Park. Also, discover how the Federal Highway Trust Fund can significantly impact our lives plus find out what some think could be a more viable funding mechanism for U.S. transportation. Metro Motion is co-produced by Metro and Santa Monica City TV. To view the full winter edition of Metro Motion, please click [here](http://www.metro.net/news/metro-motion/).  **Metro Holiday Hunt Contest Promotes Going Metro to Savings and Holiday Free Fares**  This past weekend, Metro riders were encouraged to participate in the Metro Holiday Hunt contest and win prizes from the Metro Store and Metro’s Destination Discounts partners. The contest engaged Metro customers in a positive way, bolstered Metro’s social media identity and was a fun, year-end activity which rewarded our customers. Participants received clues to the Metro Holiday Fairy’s location via Metro’s Twitter, and those who were able to find the fairy and complete the necessary steps were awarded prize packs. A total of ten prize packs were given away and all of the winners were regular transit riders. The contest also promoted Metro’s holiday Destination Discounts partners, letting people know where they can save money and receive exclusive gifts by showing their TAP cards, Metro’s holiday free fares and New Year’s Eve/Day service. This information was shared by all contest participants as well as across the social media channels of Metro’s Destination Discounts partners. Metro saw a 3.5% rise in engagement rate on Twitter over the weekend, a new high for the month. Approximately 60% of participants found out about the contest via Instagram and there was an average growth of 20% in Instagram talk and spread rate relating to photos promoting the contest. For photos and the contest recap as posted on The Source, please click [here](http://thesource.metro.net/2014/12/22/heres-your-metro-holiday-hunt-roundup/). | |
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