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| **Wednesday, October 15, 2014141015-1**  **In this Issue:**  **“Eat Shop Play Local” Campaign Promotes Crenshaw-area Businesses**  **Metro ExpressLanes Ad Campaign Wins APTA’s Grand Award**  **Recent Reports on Metrolink** |
| **“Eat Shop Play Local” Campaign Promotes Crenshaw-area Businesses**    Metro has launched a new campaign to encourage residents to enjoy the great shops and eateries along Crenshaw Boulevard. The “Eat Shop Play Local” campaign uses a rotating gallery of photos highlighting the area’s many unique offerings and destinations, placing them in the spotlight on billboards, bus shelters and street pole banners. In addition, special window signs will be displayed by shops in the area as part of a program to encourage the Crenshaw community to pledge their support of local businesses. These businesses will be featured at a special pavilion at Taste of Soul this Saturday, October 18, 2014.  **Metro ExpressLanes Ad Campaign Wins APTA’s Grand Award**    A recent ad campaign promoting Metro ExpressLanes won a Grand Award this week in APTA’s “Adwheel” marketing competition. The “Friends and Family” campaign featuring moments people might miss if they are stuck in traffic without a Fastrak transponder, was created by Metro’s in-house marketing team in the Communications department, generated almost 4,200 new Fastrak account sign-ups. The award was presented at APTA’s annual meeting, hosted this year in Houston, Texas, and represents the second time that one of Metro’s marketing campaigns for ExpressLanes has been honored with an Adwheel Award. More than 500 entries were vying for honors in this year’s competition To view the ad campaign, please click[here](http://media.metro.net/uploads/metro_expresslanes.pdf).  **Recent Reports on Metrolink**  Despite current claims and speculations, Metrolink is and will remain a critical component of the Southern California transportation network. Metrolink plays a valuable role in solving congestion and air quality challenges. The service will need to be maintained and preserved for the good of Southern California commuters. Metro will remain a strong supporter of the Metrolink service and the value that it provides to the region. | |
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