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| **Monday, October 20, 2014141020-1****In this Issue:** **“Eat, Shop, Play Crenshaw” launched successfully at the Taste of Soul Festival this weekend****Final Track Laid Marks a Celebratory Milestone for Metro Gold Line Foothill Extension** |
| **“Eat, Shop, Play Crenshaw” launched successfully at the Taste of Soul Festival this weekend**Metro’s kickoff event for the “Eat, Shop, Play Crenshaw” campaign was a big success this past weekend at the 9th annual Taste of Soul festival, which attracted more than 300,000 people. The purpose of the “Eat, Shop, Play Crenshaw” campaign is to raise awareness in the community about supporting local businesses and to spotlight the unique offerings of the area to a regional audience. Metro sponsored more than 40 merchants who have been impacted by construction of the Crenshaw/LAX line to have a presence at this year’s festival and to showcase their products and services at the Eat, Shop Play Crenshaw Pavilion, where over 600 attendees completed pledge cards to support Crenshaw businesses. As part of the campaign launch, Metro has placed billboards, pole banners and distributed other marketing materials to help spotlight local merchants. The “*Eat, Shop, Play Crenshaw*” marketing effort will be on-going for the duration of construction of the Crenshaw/LAX line and will be rolled out in Inglewood as construction activities pick up in the southern portion of the project alignment. **Final Track Laid Marks a Celebratory Milestone for Metro Gold Line Foothill Extension**The Metro Gold Line Foothill Extension Project celebrates a major milestone with the laying of the final piece of track this past Saturday. The 11.5-mile line that will extend the Gold Line from its eastern Pasadena terminus through six new stations in downtown Arcadia, Monrovia, Duarte, Irwindale, downtown Azusa, and adjacent to Citrus College and the Rosedale development was celebrated today with a track completion ceremony where stakeholders and dignitaries joined in the celebration including: Congress Members Grace Napolitano and Judy Chu, State Senator Norma Torres, State Assembly Member Roger Hernandez, City of Duarte, Metro and Foothill Gold Line Board Member John Fasana, Supervisor and Metro Board Member Michael Antonovich, Glendale Mayor and Metro Board Member Ara Najarian, Azusa Mayor Joseph Rocha, Glendora City Council Member and Foothill Gold Line Board Chairman Doug Tessitor; Claremont Councilman and Foothill Gold Line Board Vice Chair and Joint Powers Authority Chairman Sam Pedroza, City of Azusa Council Member Uriel Macias; To view the complete story as posted in The Source, please click [here](http://thesource.metro.net/2014/10/19/final-e-clip-marks-completion-of-track-work-for-gold-line-foothill-extension/). |
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