



Safety Zone Next Stop on Metro Bus and Rail Journey

(October 20) MTA's mascot of safety has taken his message to the Internet. A click of your computer's mouse on MTA's website will transport you to the Metro Bus and Metro Rail Safety Zone where *Safety Guy* offers tips for safe trips on buses and trains.

Created by illustrator Steve Gray, the cartoon character *Safety Guy* adds a light touch to a serious subject, and coupled with the

animation of MTA Webmaster Joe Simpson, the approach has particular appeal to children.

In addition to offering safety tips, *Safety Guy* invites site viewers to take a pair of quizzes, the Metro Rail Passenger Safety Challenge and the Metro Bus Passenger Safety Challenge, to see how much they've learned about safety on their visit to the site.

Answer every question right and you'll earn a personalized safety certificate autographed by *Safety Guy*. An incorrect answer prompts an "Oops!" from *Safety Guy* who gently tells you there's a better answer and coaxes you to try answering the question again.

"We don't want people to fail the tests," said MTA Marketing's Robin O'Hara. "The purpose of the Metro Rail Passenger Safety Challenge and Metro Bus Passenger Safety Challenge is to reinforce good habits."

The *Safety Guy* website is the latest addition to a variety of materials MTA Marketing has produced to encourage rail and bus safety. Plans call for the distribution of bookmarks featuring the website address to elementary schools sometime after the first of the year. Click here to visit [Safety Guy](#).

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