

Essay Contest asks Patrons How Metro System Saves Time

By GARY WOSK

(March 29) Starting April 1, Metro Bus and Metro Rail riders will be given an opportunity to win great prizes, but first they must express themselves $\frac{3}{4}$ on paper.

Sponsored by the MTA's Marketing Department, the "Express Yourself and Win!" essay contest promotes the June 24 opening of the Metro Red Line from Hollywood to the San Fernando Valley. Patrons will be asked to explain how Metro Rail saves them time.



Essay contest more interesting

"Last spring, when we celebrated the extension of the subway from downtown Los Angeles to Hollywood, we held a random drawing," said Warren Morse, deputy executive officer, Marketing. "Participants in the essay contest will find this more interesting because they have a hand in how well they do."

First, second and third place winners of the contest, which lasts until June 1, will be selected by a panel of judges.

The Grand Prize is a round trip for two on Southwest Airlines to anywhere the airline flies. Second place is a \$250 shopping spree at Ralphs Supermarkets. Third place is free travel on the Metro system for three months.

Entry forms in English, Spanish

A total of 200,000 entry forms have been printed in English and Spanish and will be available on all Metro Buses and Metro Rail trains. Southern California Rideshare also will distribute the forms to some 4,000 companies.

The contest is open to legal residents of California, 18 years of age or older. MTA employees are not eligible to participate in the contest.

[Back to article](#)