



(June 8) MTA Marketing added an exciting animated feature to the agency's Internet web site, Thursday, that promotes the new Metro Rapid bus service scheduled to go into operation, June 24.

The animated feature shows a Metro Rapid bus "in action" and displays the advertising campaign theme of "new, faster service, same fare." It includes access to a map detailing Metro Rapid stops along the Ventura Boulevard and Wilshire/Whittier corridors.

The animation can be accessed at this address:

[http://www.mta.net/corporate/depts/marketing/rapid\\_bus/metro\\_rapidf.htm](http://www.mta.net/corporate/depts/marketing/rapid_bus/metro_rapidf.htm). The site also provides access to a Flash software "plug-in" that can be installed if your computer won't play the animation.

#### **NoHo brochure posted**

Marketing also has posted the Metro Red Line North Hollywood extension brochure, which includes the system map in gif or pdf formats. The main page features the rail extension logo which alternates with views of the three new subway stations.

The brochure can be accessed at this address:

<http://www.mta.net/metro/construction/northhollywood/default.htm>.

Elizabeth McGowan, a Marketing senior communications officer, managed the project. Computer graphics were designed by Joe Simpson, senior communications officer and Internet webmaster, and Communications Officer Jessica Ho.

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