



'Safety's First' Campaign Kickoff set for Gateway



'Big Momma' ponders fame in this publicity shot taken to promote new safety tour.

(Jan. 8, 2002) The MTA's "Safety's First" campaign debuts Friday morning, whisked in on the skirts of a new gal in town: spokesmodel and safety maven "Big Momma."

"Big Momma," whose lithe figure and winsome smile have captured many a heart, will introduce the new safety program during a special event in the Board room. The event, a game show featuring audience participation and a team competition, will begin at 10 a.m.

CEO Roger Snoble will also be on hand to answer questions regarding the implementation of the safety program.

All Gateway employees are invited to attend the "Safety's First" kickoff. Operations employees are also welcome. A safety campaign for each division will be launched in late January. The program will be carried on closed-circuit TV in the cafeteria as well as the Union Station and Gateway conference rooms on the third floor to accommodate overflow from the Board room. The meeting will also be broadcast over the intercom system.

"I so look forward to hosting the 'Safety's First' show. It's just so important!" purred "Big Momma" during a recent rehearsal break to freshen her makeup. "A girl can't be too careful, you know. That's why I always wear flats instead of those uncomfortable – and dangerous – old high heels! That's my safety tip!"

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