

Courtesy is Contagious on Metro Rail Trains

Marketing has given a new look to safety messages in Metro Rail trains. Posters that illustrate a "Courtesy is Contagious" theme are designed to inspire transit riders to be courteous to others and avoid safety pitfalls while using transit.

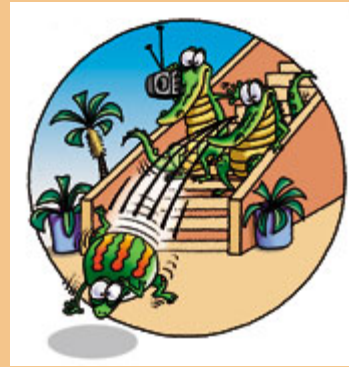
Some 200 posters, distributed two per car on the Metro Blue Line and Metro Red Line, feature cartoon characters demonstrating familiar transgressions of courtesy that could translate into potential safety hazards, such as entering a train before departing passengers have a chance to step away and blocking stairways and escalators.

Told in a cheerful manner, the cartoons carry a serious message about all aspects of courtesy.

"We're hoping the riders seeing these posters will be encouraged to avoid unsafe situations and show kindness to their fellow travelers," said project manager Greg Berumen, senior communications officer in Marketing.

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ILLUSTRATIONS: STEVE GRAY



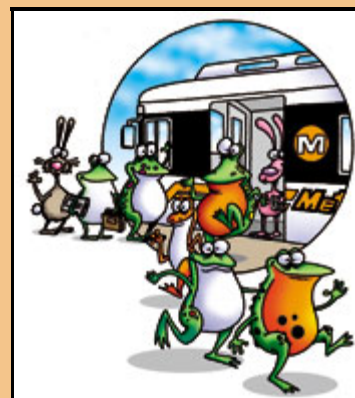
Use stairs to walk, not sit.



No eating, drinking or loud music.



Look out for oncoming trains on platforms.



Exit first, board second.



On the escalator, stand right,
walk left.



Be careful with backpacks and
other belongings.