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## Metro Day Pass Stars in Big Hollywood Production



Celebrity look-alikes and Metro staff had supporting roles in press event that starred Metro Day Pass as the \$3 dollar vacation. Warren Morse, DEO Communications, (center with Marilyn Monroe look-alike Gailyn Addis), shared Master of Ceremonies duties with Honorary Mayor of Hollywood Johnny Grant, center at left.

### Coming next week to a web site near you ...

*The Anatomy of a Press Event* - the true story of how Metro employees went Hollywood.

- \$3 Metro Day Pass makes it easy for parents, kids and out-of-town guests to visit nearly 1,000 local destinations, making Metro one of the cheapest ways to experience L.A. this summer

By DAVE SOTERO

(May 28, 2004) Metro today announced that it has the solution for countless Los Angeles County vacationers who could be forced to limit their vacation plans this summer due to the high price of gasoline, which could reach \$3 per gallon by summer's end.

For around the price of a single gallon of gasoline, parents, their kids and out-of-town guests can instead buy a \$3 Metro Day Pass, which will give them unlimited local access to the countywide Metro Bus and Rail system on a daily basis to reach their vacation destinations.

PHOTOS BY JUAN OCAMPO



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MTA Board Member and Los Angeles City Councilman Tom LaBonge, right, and Honorary Mayor of Hollywood Johnny Grant flank Groucho Marx look-alike Michael Sherman. In the next scene, Universal Studios Hollywood Mummy warriors join ranks with Groucho Marx look-alike Michael Sherman, who flaunts Metro Day Passes.

"Don't let the high price of gasoline spoil your family's vacation plans," said MTA Board Member and City Councilman Tom LaBonge. "With a \$3 pass, Metro is one of the cheapest ways to experience L.A. this summer."

The Metro Day Pass gives sightseers the flexibility they need to jump on and off the transit system as their travel itineraries require. Vacationers can access Metro's 2,400 bus fleet and 73 miles of rail service with a single convenient ticket, taking them to downtown L.A., Long Beach, Chinatown, Pasadena, Hollywood, Universal City, North Hollywood, El Segundo, Norwalk and all points in between.

According to ExperienceLA.com, a new cultural destination and transit web site, there are nearly 1,000 cultural destinations accessible via Metro in the Los Angeles County area, with more added every day. These destinations include theme parks such as Universal Studios Hollywood, local beaches, shopping and entertainment centers such as Hollywood/Highland and Old Pasadena, sports centers such as Staples Center and Dodger Stadium and much more. The ExperienceLA.com web site provides searchable destination and event directories, interactive maps, and easy-to-use information on using public transit to get there.

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