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Metro Tops All Transit Agencies in APTA Marketing Competition

(Oct. 20, 2004) Metro grabbed five First Place awards -- more than any other transit agency in the nation -- in the 2004 Adwheel competition, APTA's annual transit marketing awards program.

The "Discover Gold" campaign, designed to publicize the opening of the Metro Gold Line, snagged top honors both for its outdoor advertising program and its public relations media kit.

"Go Metro," introduced at the start of this year as Metro's new "umbrella" campaign, took First Place in the poster category.

For the second straight year, "Metro Quarterly" was cited as the top transit newsletter in the country, while Metro's artful monthly pass series was recognized with a First Place award in the fare media category.

"We're delighted to see our work do so well when compared side by side with that of other transit agencies nationwide," said Matt Raymond, chief communications officer, "but we're even more pleased that, according to our recent surveys, our communications materials are having a measurable positive effect on the public's support for Metro services."

JUAN OCAMPO PHOTO



Freeway drivers 'Discover Gold' during award-winning campaign to publicize the opening of the Metro Gold Line.