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Re-useable vinyl balloon signals open house at Artesia Transit Center



Beautiful Balloon: Go Metro' Marks the Spot for Metro Express

By RICH MORALLO

(June 30, 2005) Service Development Manager Madeline Van Leuvan was looking for a way to promote the June 29 open house at the Artesia Transit Center so people would know where to come to try out the new Metro Express Line 450X.

"I found my answer in the sky," laughed Van Leuvan as she explained how she saw a giant balloon floating over a nearby shoe store in Torrance.

Van Leuvan contacted the Orange County company that sells the balloons and obtained information and pricing on the eye-catching product.

"I also coordinated with Metro Marketing and the Design Shop to have the artwork for the agency logo and "Go Metro" placed on our blue eight-foot tall sphere," she said.

On the morning of the open house, staff members secured the vinyl balloon with a nylon tether to the roof of the Transit Center building, pumped

Up
Up
and
Away



helium into it and floated it about 80 feet overhead to help mark the location of the new Metro Express line in the South Bay.

"Our Division Ambassador Council volunteers intend to recyle the balloon and use it at our major community events and divison open houses," said Van Leuvan. "We'll advise the community in our neighborhood flyers and e-mail announcement to look for the "Go Metro" balloon."



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