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Carpool Guys: KTLA/WB news reporter Bill Smith, Metro Commute Services Director David Sutton and actor/producer Corbin Bernsen.



Actor Corbin Bernsen Stars in Joint Promotion with Metro

- News event, radio spot promote ridesharing, 'Carpool Guy' movie

By BILL HEARD, Editor

(Oct. 11, 2005) Almost a year ago, the actor Corbin Bernsen approached Metro seeking cooperation on a movie project he called "Carpool Guy."

Bernsen – who has starred on TV in "LA Law," "The Young and the Restless," and "General Hospital" – wanted background information about carpooling and offered to help Metro promote ridesharing when the film, a comedy, was released.

The movie premieres, tonight, at the Arclight Theater in Hollywood and its stars begin a 12-city tour, Oct. 23. It is available on DVD at Amazon.com and on its own website at [carpoolguy.com](#).

Now, making good on his promise to Metro, Bernsen provided live TV remotes while riding in a carpool lane during Monday's KTLA Morning News. He also has recorded a 60-second radio commercial about Metro's carpool program. The spot will be aired on 11 radio stations in the LA market beginning Oct. 17.

The film is about a guy whose "whole life turns around because he starts carpooling," Bernsen says in the commercial. "And he comes up with a pretty funny way to get moving again."

Pitch for carpooling

By calling 1-800-COMMUTE, he advises, Metro will help listeners find a carpool partner. "If you want to see your whole life turn around because you started carpooling, call Metro today...."

"We're delighted Mr. Bernson agreed to provide us with so much support and was so generous with his time," said Warren Morse, deputy executive officer, Communications. "The film calls attention to the benefits of carpooling, so this is a great tie-in for Metro."

In addition to Bernsen, "Carpool Guy" stars Anthony Geary, who plays Luke on "General Hospital." In the movie, Geary is cast as an ambitious young advertising executive who moves to the LA suburbs with his wife, only to face the horrors of a long, daily commute.

Also appearing in the film is Jeanne Cooper, who has played Katherine Chancellor on "The Young and the Restless" since 1973 – and is Bernsen's mother.

Other stars are Rick Hurst, who played a continuing character in the "Dukes of Hazzard" TV series and film; Lauralee Bell, an award-winning actress on "The Young and the Restless"; and Sean Kanan, who had continuing roles on "The Bold and the Beautiful" and "General Hospital."