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Metro Info

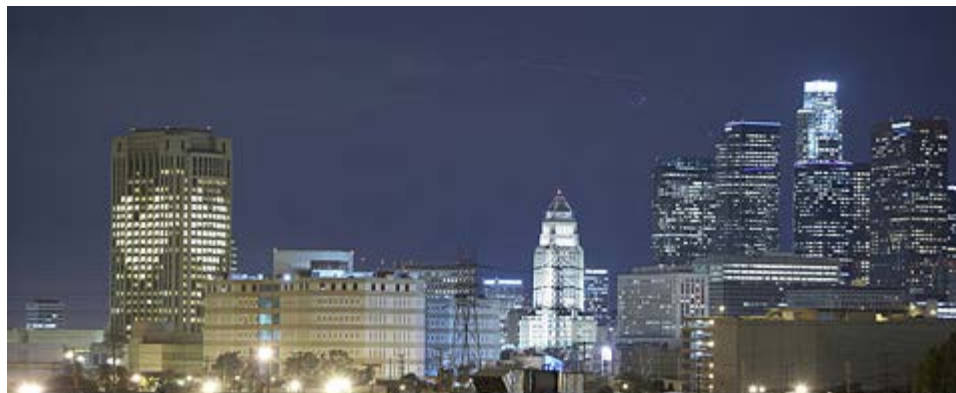
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Mark Clifford's spectacular photograph captured Metro's first Valentine's Day message on Feb. 14, 2005. Metro Headquarters will light up the downtown skyline again on Wednesday night.



Photography by Mark Clifford

Employees will turn on the Heart Light on Valentine's Day.

- Metro's third annual Heart Light aids Heart Association of America annual campaign - Three more downtown buildings will display message to promote healthy hearts.

By GAYLE ANDERSON

(Feb. 13, 2007) Metro Headquarters will cast a romantic glow on downtown Los Angeles Tuesday as nine-story hearts of light shine from all four sides of the Gateway Building in Metro's third annual Valentine's Day message.

This year, Metro won't be alone. The Heart Association of America has invited three more downtown buildings to turn on their heart lights to promote the annual "Go Red for Women" event that encourages women to take care of their hearts.

The Bank of America building at 333 S. Hope in Bunker Hill plans to display a heart on two sides of the skyscraper building. Metro's neighbor, the Metropolitan Water District, will ante up one side along with the Wilshire & Figueroa office tower.

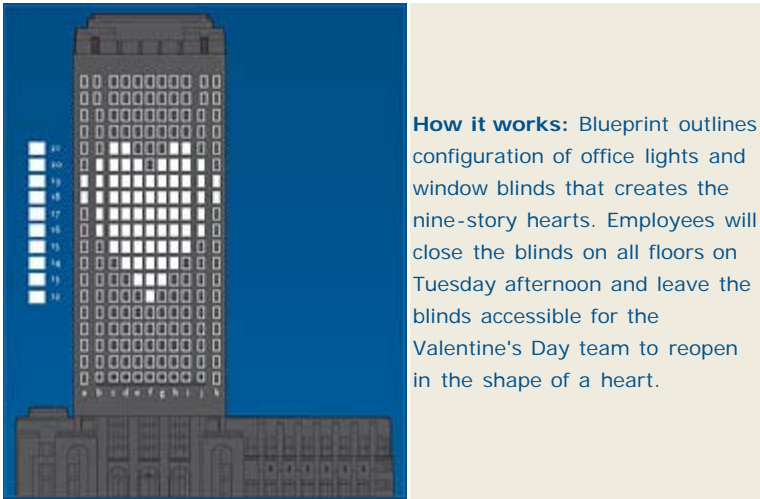
Earlier in the day, the AHA teams up with Metro on Valentine's Day for a press event at the Union Station East Portal, where Los Angeles Councilwoman Wendy Greuel and Metro's Chief Operating Officer Carolyn Flowers will encourage Los Angelenos to get "Metro Fit" through a program of exercise that involves taking transit.

The light display will become visible at sunset and end at 10 p.m. when the building's office lights automatically shut off for the night.

As the skyscraper sparkles in the downtown skyline, the Heart Lights will be visible throughout the region and cast a glow on traffic along three freeways: the I-5, I-10 and I-101.

“It’s a way to show Los Angeles we care,” says Neil Sadler of Metro’s Design Studio. Sadler and a team of designers will work with General Services to arrange heart-shaped configurations of office lights and window blinds during the evening hours of Valentine’s Day.

But it will take the whole building to do it.



“We ’re asking Metro employees who share or face a window to close the blinds by 3:30 p.m. on Tuesday afternoon,” says Sadler. “We’re also asking employees to leave the blinds accessible for the Valentine’s Day team, who will come around to each floor and open certain blinds to create the heart shape.”