



Metro.net (web)

Resources

[Safety](#)

[Pressroom](#) (web)

[Ask the CEO](#)

[CEO Forum](#)

[Employee Recognition](#)

[Employee Activities](#)

[Metro Projects](#)

[Facts at a Glance](#) (web)

[Archives](#)

[Events Calendar](#)

[Research Center/Library](#)

[Metro Classifieds](#)

[Bazaar](#)

Metro Info

[30/10 Initiative](#)

[Policies](#)

[Training](#)

[Help Desk](#)

[Intranet Policy](#)

Need e-Help?

Call the Help Desk at 2-4357

[Contact myMetro.net](#)

Metro to Use ‘Disney on Ice’ Tickets to Aid Eastside Businesses

- Promotion designed to draw customers for those affected by construction

By NED RACINE

(Nov. 21, 2007) Tickets to the “Disney on Ice” show are about to become more than a fantasy for businesses along the Metro Gold Line Eastside Extension construction zone.

Beginning Nov. 26, Olga Arroyo, Community Relations consultant, will visit 25 businesses that are being or have been impacted by construction of the six-mile-long light rail line.

Arroyo will invite the businesses to participate in Metro’s “Bring Your Family to Disney on Ice” promotion. Each participating business will draw a winner who will receive a Family 4-pack of tickets valued at \$64.

“We hope to provide the impacted businesses with a tool to promote their business and invite their customers to spend in their stores,” said Yvette Rapose, Community Relations manager.

If a business chooses to participate, each would place a ticket receptacle in the business. Signage would invite customers who purchase a minimum amount to print their contact information on the back of the receipt and deposit it in the receptacle.

“The minimum spending amount will vary business to business depending on what the business sells,” Arroyo said.

On Dec. 14, Arroyo will return to each participating business and ask the owner to select a winner by drawing a receipt from the receptacle. She will notify the winner. When the winners pick up their tickets, Community Relations will photograph the winners and the business owner.

“This will not only encourage folks to come spend money,” Rapose said, “it will encourage repeat business as customers try to win the Family 4-pack.”