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"Go Metro: Miss Traffic" campaign earned one of seven APTA Adwheel Awards for Metro.

Metro Earns an Olympic-Sized Total of Adwheel First Place Awards

- Seven first-place awards an agency record
- [Go to:](#) Metro's Adwheel Awards

(Aug. 20, 2008) A team of Metro employees has just won an Olympic-sized number of communication awards, as the agency was notified last week that it has been awarded seven 2008 Adwheel Awards.

"Winning awards in seven categories shows the excellence of the Communications team that produced these campaigns and documents," said Matt Raymond, Chief Communications Officer.

According to Maya Emsden, DEO, Creative Services, this is the most Adwheel Awards Metro has won at one time. In its group, transit systems that move more than 30 million passengers each year, Metro won the most Adwheel Awards.

Emsden notes that Metro received five of the awards in 2004 and four in 2006.

Presented by the American Public Transportation Association (APTA), the Adwheel Awards recognize APTA member organizations and business members for excellence in advertising, communication, marketing and promotions.

Metro is also a finalist for the "Grand Prize Award," which will be given at APTA's annual meeting Oct. 6 in San Diego.

"This is a tribute to the hard work of the Communications team including

customer communications staff, designers, photographers, writers, photographers, production management, and print shop staff," said Emsden.

Metro campaigns and documents top seven categories in APTA's Adwheel Awards



Imagine Campaign
Overall Public Relations
/Awareness or Educational
Campaign

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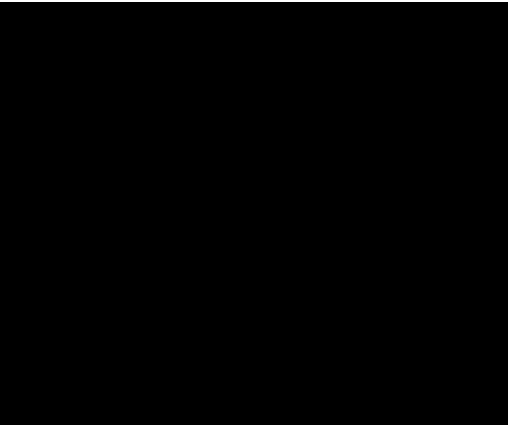


Imagine a Faster Commute
Print: Advertisement–Advocacy/
Awareness



Go Metro: Miss Traffic
Print: Billboards/Outdoor
Advertising

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**Go Metro: Make a Resolution
You Can Keep**
Print: Poster

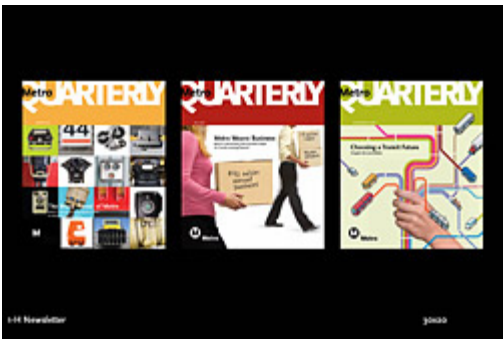


Go Metro TV Spots
Electronic: TV Ads or PSAs

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