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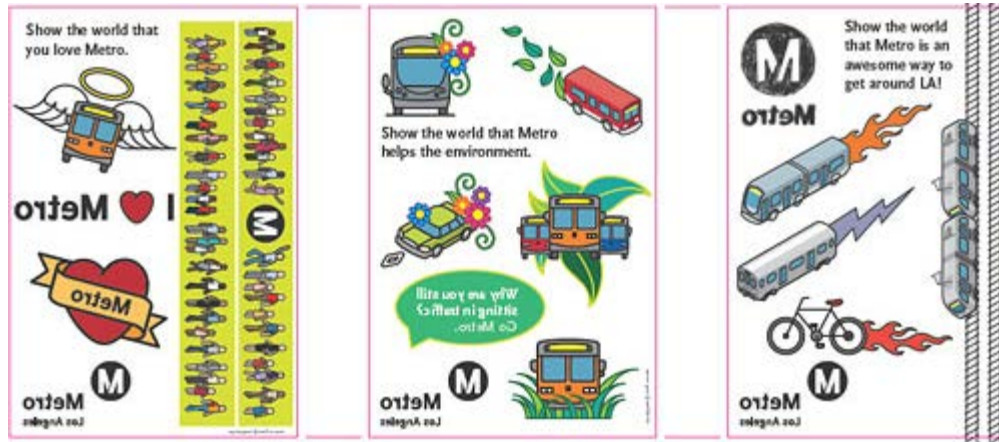
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Colorful Metro Tattoos Bring Message More Than Skin Deep

- Outreach events distribute Metro-themed images to youngsters

By NED RACINE, Editor

(Oct. 16, 2008) Colorful, playful and definitely not permanent, new temporary tattoos are making their way from Metro outreach events to skin everywhere.

April McKay, director of customer programs and services, came up with the tattoo idea. McKay's group distributes modest customer appreciation gifts each quarter, and she wanted to have a gift for children this summer.

Melissa Rosen, creative services manager, and Raymond Dang, administrative intern, designed the tattoos, and McKay began distributing them July 25, during the month-end period of high fare sales.

McKay liked the tattoos so much, she wore several on her ankles during an August trip to Egypt. She can testify the tattoos last a long time.

"My mother was grossed out," McKay remembers. McKay's 79-year-old mother, perhaps not realizing McKay's devotion to promoting Metro, wanted assurance that the tattoos were not permanent.

Rich Morallo, community relations manager, began distributing the new tattoos from the Metro information booth at the Home Show Oct. 10. According to Morallo, Metro volunteers staffing the booth found young visitors particularly excited with the bicycle tattoo.



Tess Fitzpatrick and Elizabeth Garcia test the new Metro tattoos on their own arms at the Home Show last weekend.

So were parents. "The parents were pretty thrilled," said Morallo, who will be distributing approximately 5,000 of the tattoos during events.

Barbara Burns, community relations manager, will distribute 50,000 of the tattoos during upcoming safety and community events near Metro Rail lines, including the Taste of Soul event in October.

"We've handed them out since last week and the reaction was phenomenal," Burns said. " She believes the tattoos help engage students in her safety message. Burns has also noticed students will find their way to the Metro transit safety booth to pick up a tattoo they saw on someone else.

"I wanted to make Metro fun, hip and happening," McKay said. She continues to wear the tattoos to her yoga class in Venice, where they help her blend with classmates who are tattooed (permanently).