

[Home](#)[CEO Hotline](#)[Viewpoint](#)[Classified Ads](#)[Archives](#)[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](#)

Check it out: Metro [Destinations Discounts](#) website at metro.net shows Metro customers where they can save money to popular destinations, sporting events, concerts, museums, theme parks, shops and more around Los Angeles County by taking public transit.

Destination Discounts: Metro makes the scene at L.A. hotspots

- Metro partners with L.A. venues to offer transportation and discounts to world-famous events and places

By MICHAEL D. WHITE
Staff Writer

Just in case you've never been there, here's one good reason to check out the Hollywood Bowl this summer.

In July, Metro plans to unveil a seasonal promotional campaign offering the agency's ridership a 20 percent discount on tickets for Tuesday and Thursday concerts at the Hollywood Bowl.

The two-month offer is the first-ever between Metro and the Los Angeles Philharmonic Association, and is just part of a multi-dimensional promotional program involving a blizzard of planning and promotional activity.

Promotions will include direct mail, media coordination, web content, print advertising, and distribution of more than 70,000 brochures on Metro's 2,500 buses and 231 rail cars as well as Customer Service Centers.

Promotional partnership proposals abound

The Hollywood Bowl promotion is one of the eight special projects, events, sponsorships and promotional partnership proposals that slide in every month across the busy desk of Fran Curbello, Metro promotions and Special Events Manager.

Some of the most recent seasonal Metro promotions, Curbello said, partnered the agency with the 2009 ISU World Figure Skating Championships at the STAPLES Center, the Home Remodeling & Decoration Show and the Cherry Blossom Festival in Little Tokyo.



Check for flyers at
distribution points for a
variety of promotions special

Ongoing promotions include reduced admission to the GRAMMY Museum, the LA Clippers, LA Kings, Ahmanson Theatre, Skirball Museum and Universal Studios Hollywood, among others.

“Single event” promotions have partnered Metro with Art Night in Pasadena, Earth Hour, the Britto Tours America and the AT&T Fiesta Broadway.

Metro stars at L.A. Live

One of the biggest coups for promoting Metro’s transit network came with an agreement inked with L.A. Live, the massive \$2.5 billion entertainment complex in downtown Los Angeles. The in-kind trade agreement with L.A. Live calls for a series of 30-second Metro service promotions to air for one year, valued at \$168,000 to run on the massive LED screen set in the 40,000 square foot, open-air Nokia Plaza that serves as L.A. Live’s central meeting place.

“Every partnership program has its own distinct nuances,” said Curbello.

Another proposed campaign – “in the hopper” – coincides with the opening this summer of the Madame Tussaud’s Wax Museum in Hollywood. “We’re talking about possibly putting some of the museum’s wax figures on Metro trains as part of the promotion,” said Curbello. “Who knows? A Metro rider could find himself sharing a train with Jack Nicholson or Julia Roberts.”

“The goal of any cooperative promotional campaign is to create added value for our ridership, and to develop community stakeholders and supporters for Metro by putting a friendly face on Metro’s community identity,” Curbello said.

Every partnership, she said, is an opportunity to “reach out to the community and make Metro riders stakeholders in their transit agency.”

to Metro employees, such as a free drawing at the [Metro Store](#) to win a pair of tickets to the Tony Award-winning musical 'Ain't Misbehavin' at The Ahmanson Theatre. Other promotional perks for employees include special discounts for designated events, such as "Metro Night" at the LA Clippers or special discounts to most Chivas USA Soccer games. Just mention 'Metro' and you're in!