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"Go Metro" ads – now showing in local movie theaters – feature actors Louis Lombardi and Terry Crews performing a jazzy rap to get more riders to use Metro buses and trains. [Check it out](#) at [metro.net](#).

## "Go Metro" Ads Now Playing at a Theater Near You

- *Actor Louis Lombardi Talks About His Role*

By Laura Kloth  
Staff Writer

(July 29, 2009) Metro's latest campaign to increase ridership has "Gone Hollywood."

The agency's "Go Metro" ads – now seen at a theatre near you – feature actors Louis Lombardi and Terry Crews performing a jazzy rap to get more riders to use Metro buses and trains.

The ad campaign – which started July 17 – will run for three weeks on 616 movie screens across Los Angeles County, and then replay beginning Sept. 18.

The ads are also featured prominently on [metro.net](#) and also promote Metro's carpool and vanpool programs, as well as the agency's transportation expansion programs and greening objectives.

During a recent interview with myMetro, actor Louis Lombardi, (*The Sopranos*, *24*, and *Doughboys*) said he really enjoyed working on the ads for several reasons.

Lombardi said he was excited about being able to work with close friends Terry Crews on screen, and production team Robert Weiss and John Daley, all friends in the movie business. The Metro role gave him the opportunity to branch out from the more serious acting roles he's played on screen for nearly 26 years.

Lombardi says the Metro ads are loosely based on Terry Crews's self-created alter-ego -- a buffed up, over-the-top dancer who loves to strut wherever an audience can be found.

The character isn't much like Crews, who Lombardi calls "one of the classiest, most loveable people you can meet," but he really gets an audience going.

In the ads, Lombardi gets to play Crews's business agent who raps on the benefits of riding Metro, while Crews performs jazzy dance steps behind him accompanied by dancers and/or musicians.

Crews (*Everybody Hates Chris*, *White Chicks*) has taken his character across the country and his popularity has taken-off on YouTube and other venues like half time NBA games.

Metro's ads were somewhat of a challenge to Lombardi, who is more use to playing dramatic characters like Skip Lipari on Sopranos and his own self-created character, "Lou" a lovable family man on his own movie project, "Doughboys."

"When I got there, I didn't realize there were five spots. We got up there and kind of winged it. I didn't realize it would turn out so good," Lombardi said, adding that the entire project took about 10 hours to shoot.

"I always wanted to be like Biggie Smalls, the rapper and it turned out to come true," he joked.

A native New Yorker, Lombardi now makes Southern California his home with his wife and 3-year-old daughter.

Lombardi says he's "amazed" by the progress Metro has made to get more people to use public transportation.

"The L.A. transportation system is insane. How can they do that? I'm kind of impressed with it," he said.