



NEWS

March 28, 1999

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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

HAL BERNSON TO TAKE BLOOD PRESSURE TEST AT SAME TIME HE ANNOUNCES UNIQUE STRESS-BUSTING RIDESHARE PROGRAM

WHAT: Club Metro, a successful MTA rideshare program in which participants receive discounts for restaurants and entertainment venues, is being officially kicked off in the San Fernando Valley. To qualify for the program, participants must work for a company with fewer than 250 employees and should have commuted from the San Fernando Valley to work a minimum of five times per month for the last six months by using an alternative means of transportation, including carpool, vanpool, bus or train, bicycle, telecommute and walking. Festivities will include the presentation of awards by local elected officials to the first Club Metro employee and to the first Rideshare 2000 employer, a companion rideshare program. The goal of these programs is to reduce traffic congestion, improve air quality and reduce stress.

WHEN: Monday March 29, 1999, 9:30 a.m.

WHERE: Chatsworth Depot and Metrolink Station
10040 Old Depot Plaza Road
(off of Devonshire between Canoga and Owensmouth avenues)

WHO: Hal Bernson, Los Angeles City Councilman/MTA Board member
Bea La Pisto-Kirtley, Mayor Pro-Tem, City of Bradbury and
Air Quality Management District Board member
Representatives from the offices of State Sen. Cathie Wright,
U.S. Rep. Buck McKeon and L.A. County Supervisor Antonovich
Jim de la Loza, MTA Executive Officer

VISUALS: Councilman Bernson arrives at event in vanpool and then is whisked off by a mascot who administers a blood pressure test to demonstrate how participating in a rideshare program has a calming effect.

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