



NEWS

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FOR IMMEDIATE RELEASE**

MTA TO TEST MARKET SALE OF TOKENS AT 10 AREA MCDONALD'S RESTAURANTS

The MTA has joined with McDonald's to test market the sale of discount transit tokens at 10 corporate-owned restaurants in Los Angeles.

The three-month test, which begins Tuesday, March 14, will be conducted at select McDonald's stores located in the San Fernando Valley, downtown Los Angeles, Hollywood, South Central and East Los Angeles. The stores will be identified by exterior signs, counter displays and tray liners printed in English and Spanish.

"The test market locations were chosen to provide a cross-section of MTA patronage groups in areas that are convenient to individuals using our bus and rail service," said Supervisor Mike Antonovich, MTA Board chairman. "McDonald's participation in the program demonstrates the company's commitment to the environment and to easing traffic congestion in Los Angeles."

"It is important that we make the MTA discount tokens as available as possible to those who need them most," said Supervisor Gloria Molina, MTA Board member. "Tokens offer our riders the best value for their transportation dollar."

"McDonald's is excited about adding another convenience and value-added service for our customers," added Caroline Bernal, Operations Manager for McDonald's.

Customers at the 10 McDonald's stores may purchase tokens in packages of 10 for \$9. A 90-cent token may be used as the equivalent of the \$1.35 base fare -- a 45-cent savings -- on MTA buses and the Metro Blue Line trains.

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In addition to the store-based promotion, the MTA will advertise the McDonald's token sales on 1,200 interior bus cards and in 50,000 brochures and location directories distributed aboard MTA buses and trains.

"If the program is successful, as we believe it will be," said Franklin E. White, MTA chief executive officer, "we hope to expand the sale of tokens to a majority of the 282 corporate-owned and franchise McDonald's restaurants in the greater Los Angeles area."

Tokens and monthly passes currently are on sale at nine MTA customer centers and at more than 400 dealer locations throughout the county. The McDonald's stores that will sell tokens are located at 13770 Van Nuys Blvd., Pacoima; 2303 E. Florence Ave., Huntington Park; 5450 Sunset Blvd., Hollywood; and in Los Angeles at 8320 Sepulveda Blvd., 3124 San Fernando Blvd., 341 S. Vermont Ave., 2224 N. Figueroa St., 1716 Marengo St., 269 S. Atlantic Blvd., and 201 W. Washington Blvd.

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