



October 7, 1997

## *Media Advisory*

### **MTA SALUTES 1 BILLIONTH PASSENGER**

**WHAT:** MTA Chair Mayor Riordan will draw at random the Metro Bus System's honorary billionth rider, climaxing a six-week contest. The grand prize winner will be selected from more than 6,200 entries and will receive, among other donated prizes, two round trip airfares, a \$1,000 shopping spree from a major department store, and of course, a monthly Metro pass. Also saluted will be the favorite MTA bus operator as voted on by contest participants. The event coincides with California Rideshare Week and is the agency's way of thanking Metro bus riders – more than 1.1 million daily boardings strong – for choosing to ride the bus. All of the prizes are donated by sponsors.

**WHEN:** Wednesday, Oct. 8  
10:15 a.m.

**WHERE:** Patsaouras Transit Plaza  
MTA Headquarters Building  
One Gateway Plaza  
Downtown Los Angeles  
Thomas Bros. 634 H-3

**WHO:** Richard Riordan, Los Angeles Mayor and board chairman  
Julian Burke, MTA interim chief executive officer  
Ellen Levine, MTA executive officer, Operations  
Contest finalists and semi-finalists

**CONTACT:** Andrea Greene/Jim Smart  
(213) 922-2702/922-2700