



NEWS

April 2, 2001

MEDIA ADVISORY

"HEADS UP! PLAY IT SAFE!"

MTA TEAMS WITH L.A. GALAXY FOR SAFETY AWARENESS CAMPAIGN

WHAT: As part of its ongoing efforts to raise safety awareness, MTA has joined forces with the Los Angeles Galaxy soccer team to promote safe behavior around Metro Rail trains and Metro buses. **L.A. Galaxy Soccer Team's star midfielder Mauricio Cienfuegos** will be featured in the safety campaign. The new campaign will remind children not to play on train tracks and will provide Metro riders with various rail and bus safety messages. The theme, "Heads Up! Play It Safe," and other important messages will be carried on posters and brochures on Metro Rail trains and Metro buses. The L.A. Galaxy also will participate with Metro Rail staff to promote safety programs presented at local schools, a school poster and essay contest, and will schedule special player appearances in the community to promote safety awareness. In addition, MTA will participate in L.A. Galaxy soccer festivities by hosting a bus and rail safety booth at the Rose Bowl in Pasadena during some home games. Safety messages also will be included in L.A. Galaxy pocket schedules and L.A. Galaxy's FreeKick game programs.

WHEN: 2:45 p.m. Monday, April 2, 2001

WHERE: 104th and South Grandee Avenue (eastside of intersection)
Watts, Los Angeles **MAP: TG 704 G-5**

WHO: Yvonne Brathwaite Burke, MTA Chair Board and LA County Supervisor
Mauricio Cienfuegos, L.A. Galaxy's midfielder football soccer player
Paul Lennon, Deputy Executive Officer, MTA Office of Systems Safety & Security
Elizabeth Norris, Markham Middle School Principal

VISUAL: L.A. Galaxy's midfielder Mauricio Cienfuegos and school children talking about safety along Metro Blue Line train tracks.

EDITORS: Press conference will take place on the dirt median between the Edwin Markham Middle School and the railroad right-of-way.

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