



NEWS

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HEADS UP! PLAY IT SAFE!

L.A. GALAXY SOCCER STAR WILL HELP MTA PROMOTE BUS, RAIL SAFETY CAMPAIGN COUNTYWIDE

As part of its ongoing efforts to raise safety awareness, MTA today 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 three month countywide safety campaign which will include ads on Metro buses, safety posters, brochures and a student safety essay and poster contest with the theme "Heads Up! Play It Safe!"

The campaign is focusing on children, especially those who need to cross rail tracks to go to school or students whose daily commute to school is by bus.

Reports of kids playing "chicken" on the Metro Blue Line tracks in the Watts area prompted MTA officials and the Markham Middle School principal to launch the safety awareness campaign in the area.

"People are no match for the trains and, yet, some students here at Markham Middle School and elsewhere along the Metro Blue Line can still be seen playing chicken on the tracks," L.A. County Supervisor and MTA Board Chair, Yvonne Brathwaite Burke emphasized.

Galaxy team members will help the Metro Rail staff promote safety awareness by making community and school appearances.

"Playing chicken in front of the tracks to prove who is the bravest is not smart. It is very dangerous," admonished midfielder Mauricio Cienfuegos.

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Safety Awareness...

"Let's try to be the smartest and prove who is the best dribbler on the soccer field and not on the railroad tracks!"

In addition, MTA will participate in 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 the Galaxy pocket schedules and L.A. Galaxy "FreeKick" programs.

"We're very excited about working together with the L.A. Galaxy," stated Paul Lennon, deputy executive officer, MTA Office of System Safety and Security. "This is the type of campaign that allows the MTA to bring safety messages to the communities it serves. We're very lucky to be working with a notable and talented sports figure like Cienfuegos".

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