



# NEWS

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## **FOR IMMEDIATE RELEASE**

**SEPT. 9-15 IS 'TRY TRANSIT WEEK'**

### **MTA JOINS OTHER TRANSIT OPERATORS ENCOURAGING PEOPLE TO USE PUBLIC TRANSIT DURING "TRY TRANSIT WEEK"**

MTA has joined forces with other transit providers in an effort to get people to use public transit during "Try Transit Week" September 9-15.

Commuters throughout Los Angeles County will have a chance to ponder the benefits of giving their cars a day off, thanks to a new advertising campaign developed by MTA's Marketing Department.

"Try Transit Week" is a national event sponsored by the American Public Transit Association (APTA) aimed at getting motorists out of their cars and onto public transit for at least one day during the week.

MTA has developed an ad, which began appearing on the outsides of 600 Metro Buses last month, showing an exhausted automobile resting in an easy chair with the slogan "Give Your Car A Day Off – Try Transit Week, Sept. 9-15."

In addition to appearing on MTA buses, similar ads have been placed on the inside and outside of other transit providers including Foothill Transit, Santa Clarita Transit, Montebello Bus Lines, LADOT, Long Beach Transit, Torrance Transit and Santa Monica's Big Blue Bus.

MTA operates a fleet of over 2,000 buses daily over a 1,400 square mile service area. In addition, MTA operates nearly 60 miles of Metro Rail linking Long Beach with downtown Los Angeles, the San Fernando Valley with Universal City and Hollywood and Norwalk with El Segundo.

More...

MTA encourages motorists to give up their car for at least one day and use public transit for their commute to and from work.

Complete route and schedule information can be obtained by calling 1-800-C-O-M-M-U-T-E or visit our web site and check out MTA's Trip Planner at [www.mta.net](http://www.mta.net).

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