

June 6, 2007

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FOR IMMEDIATE RELEASE

Pierce Market Offering Discounts to Metro Riders

Luscious fresh strawberries right off the vine, organic raisins, tempting stuffed olives (cream cheese or garlic), avocados, corn and beautiful flowering plants are all available at the Pierce College Farm Center in Woodland Hills. And if high-quality foods and flowers aren't enough, the market is this year offering Metro riders a discount of \$1 off every \$7 of fresh produce purchased at the market, just for taking public transit.

The Metro Orange line is the perfect Pierce Market partner, since it stops just across the street from the De Soto Station. So take Metro to the San Fernando Valley via the Metro Red Line subway. Travel on any of dozens of buses that connect with the Metro Orange Line. Or take advantage of Metro's six park and ride lots positioned at stations along the Metro Orange Line. (Go to www.metro.net and search rail maps for the Metro Orange Line map station locations.) Fresh produce is just a comfortable ride away.

The Pierce College Farm Center, 6498 De Soto Ave. (corner De Soto Avenue and Victory Boulevard) is open 10 a.m. to 6 p.m., seven days a week through Sept. 15. For more information on the market call (818) 999-6300. For more information on getting there via Metro, call 1-800-COMMUTE or go to www.metro.net.

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