

October 9, 2007
Contact
Rick Jager/Marc Littman
Metro Media Relations
213.922.2707/213.922.2700
mediarelations@metro.net
FOR IMMEDIATE RELEASE

Metro Wins National Marketing and Communications Award

The American Public Transportation Association (APTA) has announced that the Los Angeles County Metropolitan Transportation Authority (Metro) has won two first place marketing and communication awards in the 28th Annual AdWheel Award competition.

Metro received first place awards for its "Go Metro" campaign in the "Overall Ad Campaign" category and for its "Eastside Showcase Brochure" highlighting the Eastside Extension of the Metro Gold Line under APTA's "Print Media Brochure" category.

"We're honored that APTA has recognized Metro with these two top awards for our communications efforts," said Warren Morse, Metro's deputy executive officer of communications.

The AdWheel Awards, which recognize excellence in public transportation marketing and communications, were presented at a gala awards ceremony on October 8 in Charlotte, NC, as part of APTA's 2007 Annual Meeting. More than 750 entries were received in this year's competition.

"Receiving a coveted AdWheel Award is a prestigious accomplishment and should be celebrated as a mark of originality, creativity, and excellence in public transportation marketing and communications," said APTA President William W. Millar.

Metro-185 (General)