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FOR IMMEDIATE RELEASE

Be the Next Miss Traffic

- Tell Us How You Miss Traffic by Going Metro

Did you knit a sweater for your grandmother on the Line 920 bus while missing all the traffic on Wilshire Boulevard? Do you study for exams on the Metro Red Line while missing the Hollywood Freeway gridlock? Or do you just relax with your iPod and stare out at all the traffic you're missing from the window of Metro Local Line 204?

Riffing on Metro's current ad campaign depicting a beauty queen accompanied by the headline "Miss Traffic -- Go Metro," Metro is inviting riders – both female and male -- to share their stories about the advantages of commuting on public transportation. The winner will be "crowned" as the next Miss Traffic.

To enter, just tell us how you miss traffic by going Metro in 100 words or less using the Miss Traffic entry form on metro.net by March 3, 2008. If you're selected as a finalist, Metro will feature you in a short video telling your story, post it on metro.net's new interactive page, and let the public vote for the winner.

All finalists will be honored at a press event and receive an official Metro T-shirt and other gifts.

Note that all participants must be 18 years of age to enter. For a full list of official contest rules go to metro.net.

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