

October 20, 2008

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L.A. Area Venues Raise More Than \$54,000 to Sponsor Late Night Weekend Service on Metro Red Line During Holiday Season

A group of prominent Los Angeles area businesses have anteed up \$54,250 to extend late-night weekend subway service on the Metro Red Line from North Hollywood to Union Station this holiday season, allowing thousands working at or enjoying shops, restaurants and entertainment venues to stay out a little later on Friday and Saturday nights or use public transportation on their way to and from late night shifts.

Beginning Friday night (Saturday morning), November 21, and continuing each Friday and Saturday night until December 27, Metro Red Line service will be extended to run approximately every 20 minutes until 3 a.m.

"Convenient regular nighttime service is a key component in making Los Angeles a transit-oriented city," said Los Angeles Mayor and Metro Board Chair Antonio Villaraigosa.

"Extending Red Line hours will help improve business conditions, increase employment opportunities and will complement existing night owl services."

The service enhancement is a pilot project proposed by Los Angeles City Councilmember José Huizar, Council President Eric Garcetti and Councilmembers Wendy Greuel and Jan Perry.

"I want to thank Metro and all the businesses who stepped up to the plate to make this program happen," said Councilmember José Huizar, who first brought the idea to the city council. "Holiday festivities don't end at midnight and neither should service between our city's main entertainment and holiday employment destinations – Downtown, Hollywood and Universal City. Now workers and customers alike can use the Metro Red Line subway to celebrate the season without worrying they won't have a way to get back home late at night."

"With these extended hours, holiday shoppers and party-goers can enjoy Hollywood, Downtown, and other Red Line destinations without traffic or parking hassles," said Council President Eric Garcetti.

Extending the hours of Red Line Metro service for the holiday pilot project will cost \$4,500 a night and is being paid for by private-sector sponsorships made by numerous entertainment venues and businesses large and small. All funds for the six-weekend pilot program were received by Metro by the Friday, October 17 deadline set at the Metro Board of Directors meeting in September.

"The holiday season is a time when people make additional trips to shop, celebrate and socialize," said Councilwoman Wendy Greuel. "Providing a safe and convenient alternative to these destinations is a great way to reduce congestion on the roads. People from the San Fernando Valley can easily enjoy a late night in Hollywood or Downtown and be able to return safely, without the hassle of the road."

Sponsors include: Staples Center; LA Live; Bringing Back Broadway; 213 Ventures - Broadway Bar, Casey's Irish Bar & Grill, Cole's Original French Dip, Golden Gopher & Seven Grand; The Orpheum Theatre; The Los Angeles Theatre; Club Nokia; NBC Universal; Historic Downtown Business Improvement District; Millennium Partners/Argent Ventures; Redwood Bar & Grill; La Cita; Selma Hotel; Deluxe Restaurant - Adolfo Suaya; Newport Capital Advisors; Fox Theater and The Ivar — 6506 Hollywood Associates; L.T. Properties — Dr. Alan Konce and Vytas Juskys, and the Pantages Theatre, and the office of Los Angeles City Council President Erci Garcetti.

"By extending Metro hours from the Valley to Downtown during the holiday season, thousands of visitors to LA will have the opportunity to enjoy the city from opening to closing," said Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. "LA INC.'s Visitor Information Centers are conveniently located across from or adjacent to Metro Red Line stations in Hollywood and Downtown, and our

multilingual staff have all the tools necessary to provide visitors with self-guided day and evening tours citywide.”

Metro will operate two-car trains with 20-minute service Friday and Saturday nights on the Metro Red Line only. Operating hours for other Metro lines, including the Metro Purple Line will not change.

Metro’s in-kind contribution includes helping promote late night subway service as part of its current “Problem/Solution” advertising campaign.

For additional service alert information, visit WWW.METRO.NET. For transit trip planning assistance over the phone, call 1-800-COMMUTE.

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