

November 5, 2008

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Metro Takes L.A. County College Route to Promote Existing Bus, Rail Service to New Students

Metro has launched a marketing campaign, The College Route, to promote existing bus and rail service to colleges and universities in Los Angeles County. The focus is on informing students of the economical, convenience and environmental benefits of using Metro.

The promotional traveling exhibition tour will begin in January and will include visits to LA Trade Tech, Cal State Northridge, Cal Tech/JPL and East Los Angeles City College.

"We are trying to promote the existing transit service to students and explain all of the transit options for each particular campus," said senior marketing and communications officer Omark A. Holmes. "It is a win, win situation for everybody, the students, the school and Metro."

Metro has been working with the schools' transportation departments or student centers to coordinate visits where Metro staff introduces its pocket guides, tailored to each school's transit needs.

The schools that already include the pocket guides as part of their orientation packages to new students are UCLA, USC, Cal State Los Angeles, Pasadena City College, Pierce College, Los Angeles City College and Los Angeles Valley College.

The pocket guides are branded with each school's color and designed to meet the transit needs of each campus. It includes an area map, a list of local transit services, bus and rail stops, major attractions, dining, shopping, and major thoroughfares near campus. Also, included is Metro's website, www.metro.net/college where students can get more information on Metro Bus and Metro Rail service.

Other Metro promotional material includes a map showing all the Metro lines that offer frequent services, timetables, rider guides, Metro system and bike maps and promotional items such as stress balls, tote bags, T-shirts and suckers.

For more information on how to plan a trip go to the Metro Trip Planner at www.metro.net or call 1-800-COMMUTE.

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Editors Note: "Metro" should be used when referring to this agency.