



Los Angeles County
Metropolitan Transportation Authority

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Metro News

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FOR IMMEDIATE RELEASE



Media Advisory / Photo Opportunity

L.A. Metro, City of Los Angeles to Launch Innovative Metro Bike Share System in North Hollywood

WHAT: The Los Angeles County Metropolitan Transportation Authority (Metro) and the City of Los Angeles will announce the launch of Metro's popular Bike Share Program in North Hollywood, the first such deployment in the San Fernando Valley. Sixteen new Metro Bike Share Stations and up to 150 Metro Bikes will be available at or near the North Hollywood Metro Red/Orange Line Stations, NoHo Arts District and other locations to encourage two-wheeled transportation alternatives in this thriving transit, arts and entertainment district. Metro will deploy "Smart" bikes, which can be unlocked via a TAP-card reader on the bike itself, to extend the freedom and flexibility of the system for local riders.

WHEN: Thursday, August 8
10 a.m. Press Conference

WHERE: North Hollywood Metro Red Line Station Plaza**
5391 Lankershim Boulevard
North Hollywood, CA 91601

** Reserved media van parking available inside Red Line Park & Ride lot.

WHO: Paul Krekorian, L.A. City Council Member, Metro Board Member
Holly Rockwell, Senior Executive Officer, Real Property Management, Metro
Seleta Reynolds, General Manager, Los Angeles Department of Transportation
Sophie Nenner, General Manager, Bicycle Transit Systems

VISUALS: Event will be held on busy Metro Red Line subway station plaza with numerous bus and rail passengers. News media can interview Metro and LADOT officials on how the new system will benefit local Metro Bike Share riders. Nearly 20 Metro Smart Bikes will be on display. Reporters can also test-ride bikes on the station plaza and talk with potential riders.