



**Metro**

# Daily Brief

**Tuesday, February 12, 2008**

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**CEO Roger Snoble**

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## **Senator Boxer to Hold Local Media Event**

U.S. Senator Barbara Boxer (D-CA) has scheduled a press conference for Wednesday, February 20, 2008 to share her support for the Metro Gold Line Eastside Extension (MGLEE). The press conference, which will be held on the 1st Street bridge, will start at approximately 2:00 p.m.

According to the Senator's staff, the purpose of the press event is to highlight the federal dollars that have been invested in the project. The Senator will also highlight the outstanding safety record associated with this light rail project.

The Senator's has extended an invitation to all Board members to attend this press event. Please contact my office if you are available to attend.

## **Media Event – Ride Metro with the Mayor**

This morning, Mayor Villaraigosa boarded a Metro Bus and Metro Purple Line Rail in the Wilshire Corridor to promote his "Ride Metro with the Mayor" campaign. The Mayor seeks to encourage Los Angeles commuters to use public transit at least one day per week to help reduce traffic congestion in the region. Several news outlets, including Daily News, KTTV Fox 11, KNX, KFWB and L.A. City Beat covered the subway ride to City Hall. Stories are expected to run today and tomorrow.

## **Media Inquiry regarding the Metro Purple Line**

KTAN Channel 18, a Korean language television network, will be airing a story on how Korean residents can access our system to reach many popular destinations throughout Los Angeles by beginning their trip from the Wilshire/Western Purple Line Station. Media Relations staff today provided the television crew with a tour of Purple Line stations and connecting bus and rail services. The story is expected to run during this evening's 8:00 p.m. news broadcast.

## **Media Inquiry Featuring Metro Art in the London Times**

A London Times reporter interviewed staff today regarding the art in our system. The reporter is writing a story on fun, inexpensive and unique things to do in the Los Angeles area and is including our art program as well as our volunteer docent guided tours in her article. The story is expected to appear later this month.

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