



NEWS

October 10, 2001

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FOR IMMEDIATE RELEASE

METRO BLUE LINE STOPS WITHIN EASY WALKING DISTANCE OF 5TH ANNUAL 'LATINO BOOK AND FAMILY FESTIVAL' OCT. 13-14

Over 50,000 people are expected to converge on the Los Angeles Convention Center, Saturday and Sunday, October 13-14, 10 a.m. to 6 p.m., to partake in the fifth annual "Latino Book and Family Festival." The best way to avoid traffic congestion and limited parking, literally and figuratively, is by boarding the 59.4 mile Metro Rail and disembarking at Metro Blue Line's Pico station, which is within easy walking distance of the center's South Hall, site of the festival, which is free to the public.

The 17.4 mile Metro Red Line subway and 20 mile light rail Metro Green Line as well as various Metro Bus lines link up with the 22-mile Metro Blue Line which begins in downtown LA at the 7th St. /Metro Center/Julian Dixon station, home also of the subway, or in Long Beach at the Transit Mall and 1st Street stations.

Organized by actor/community activist Edward James Olmos, the family and consumer extravaganza, being held during Hispanic Heritage Month, has recognized the Metro System as the "official mode of transportation to the Festival."

The festival was launched in 1997 in Los Angeles to promote literacy, culture and education and to celebrate multicultural diversity in a fun environment for the entire family.

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Highlights include numerous exhibitions, arts and crafts, book readings and signing by Latino writers, poets and entertainers. The festival also features seven major pavilions with themes including: Book, Careers and Education, Culture, Health, Mi Casita and Technology, Recreation and Travel, and over 10 activity areas.

The LA Convention Center's South Hall is located two short blocks from Metro Blue Line's Pico station. After alighting, festival bound passengers should walk south to Pico Boulevard and cross the street by turning right and proceed toward Figueroa Street. The LA Convention Center is directly across the street.

Basic one-way cash fare on Metro Rail is \$1.35 plus a 25-cent transfer fee. The charge for senior citizens and disabled passengers is 45 cents plus a 10-cent transfer fee. Weekly, semi-monthly and monthly passes are also available. On weekdays, Metro Rail trains arrive at stations every 5-10 minutes during the rush hour period, 7-15 minutes at midday and 15-20 minutes at night. On weekends, trains arrive every 10-15 minutes throughout the day and 15-20 minutes at night.

For more information about the event, visit the festival's website at www.latinobookfestival.com. For information regarding Metro Rail and Metro Bus, call 1-800-COMMUTE or visit the MTA's website at www.mta.net, which features a Trip Planner.

The Los Angeles Convention Center is located at 1201 South Figueroa Street in Los Angeles.

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