



MTA Press Releases

[Select Language](#) | ▼

Press Release

December 17, 1997

[MTA Headquarters](#)

IMMEDIATE

Collector Metrocards

The views of the tree at Rockefeller Center grace the collector side of a special edition MetroCard, issued by MTA New York City Transit and sponsored by RiteAid Stores.

This holiday-season inspired collector MetroCard is entitled "Then and Now" and with its two photographic scenes of the tree at Rockefeller Center, it offers an historic perspective on New York City's most famous Christmas landmark. The 'Then' side of the card shows a black/white archival shot of workers collecting their pay for the installation of the first tree in 1931, while the 'Now' side is a contemporary shot of the tree taken by noted Italian photographer Santi Visalli.

Visalli has used his camera to interpret the American scene for the past 30 years and with his color photograph of the tree has contributed his art to a uniquely New York scene.

As a special edition MetroCard, "Then and Now" is not available at subway token booths. It can, however, be purchased at the 150 RiteAid Stores as well as other merchants throughout the local area. MetroCard is available at more than 3,000 out of system locations, and stores carrying this special collector MetroCard display a special decal.

For more information, customers can call 1-212-METROCARD or check out the MTA Website.