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Press Release

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IMMEDIATE

MTA NYC Transit and the Grinch Remind Riders of Simple Etiquette

"Listen, We Can All Be Decent This Time Of Year!" - *The Grinch*

Bus and subway trips are a lot smoother and more enjoyable when customers are courteous and respectful to one another. MTA New York City Transit is again teaming up with the Grinch - a special spokesperson who has more than a passing familiarity with uncivilized behavior - to get the word out that courtesy pays.

The Grinch, who is currently in Dr. Seuss' *How The Grinch Stole Christmas! The Musical* on Broadway, is urging bus and subway riders throughout the city to try a little tenderness when they ride. Painless gestures like letting riders off before boarding the subway, giving up your seat to the elderly and the disabled and removing your backpack while on the train or bus all make holiday riding a much more pleasant experience.

"Subway trains and buses are usually bustling at this time of year because of holiday shopping and trips to special events around the city," notes NYC Transit President Howard H. Roberts, Jr. "Hopefully, customers who see The Grinch in this courtesy campaign will make a special effort to be a little nicer and more accommodating of others on the buses and subways."

"In the story of *How The Grinch Stole Christmas*, The Grinch finds that the true spirit of Christmas comes from within" says Tomm Miller, Vice President of Marketing for Running Subway Productions, the shows' producers. "This is the perfect campaign to remind us of the story's message - to be accepting, thoughtful and loving to our neighbors."

The Grinch can be spotted delivering his message on SubTalk cards beginning this week. You can catch him in his green resplendency on Broadway through January 6th at the St. James Theatre. For tickets, log on to www.GrinchMusical.com or call (212) 239-6200. To take advantage of the \$10 free MetroCard Deal, log on to BroadwayOffers.com or call 212-947-8844, and use code GRMTA7.