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Press Release

April 22, 2008

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IMMEDIATE

Green Metrocards Released For Earth Day

5 Million Limited Edition MetroCards Include One of Five Environmental Messages

The Metropolitan Transportation Authority (MTA) today began selling special, limited edition green MetroCards to commemorate Earth Day. 5 million special cards were produced for sale everywhere MetroCards are sold. Each green card features one of five special Earth Day messages on the back. The environmental messages, which are designed to encourage public transit ridership and remind MTA customers of the role they play in limiting the region's carbon footprint, include:

"Every full rail car keeps 75 to 125 cars off the road."

"Your carbon footprint is about ¼ the national average!"

"Transit riders save the Earth!"

"Public transportation cuts fuel consumption by 1.4 billion gallons every day."

"Every full bus keeps 40 cars off the road."

The MetroCards are just one small part of the MTA's efforts to encourage transit ridership, reduce the region's carbon footprint and its own footprint. Last week, the MTA released the interim recommendations of its Sustainability Commission, which called for increased use of renewable energy sources, pursuit of green products and advancement of transit-oriented development.

MTA Executive Director and CEO Elliot G. Sander said: "By moving 8.5 million people on public transportation each day, the MTA plays a leading role in keeping the entire region sustainable. We are committed to going even further, greening our own operations to make it clear that this is an issue of critical importance to our future."