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Press Release

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IMMEDIATE

MTA Unveils Next Generation of Anti-Terror Advertisements

An Update to Award-Winning "See Something, Say Something" Campaign

View advertisements here: mta.info/mta/security.html

The Metropolitan Transportation Authority (MTA) today unveiled its newest round of print, television and poster advertisements intended to remind customers to remain alert while using MTA services. An update of the MTA's award-winning "See Something, Say Something" security awareness campaign, the new material will be seen on television beginning immediately and in print in two weeks.

Building on the success of earlier ads produced under the widely-recognized campaign, this new round uses stark and minimalist images that reflect the seriousness of the message. The ads show images of unattended packages in transit facilities with passengers busily walking back and forth but apparently not reacting to its presence.

"The security of our customers is our paramount concern," said Elliot G. Sander, the Executive Director and CEO of the MTA. "These new ads remind our customers not to be complacent about what they see around them. They also reinforce the important role our customers play in ensuring the safety of transit users throughout the entire MTA system."

The campaign, designed by Korey, Kay & Partners, includes three separate 15-second television spots as well as in system and print ads.

Since its introduction, the trademarked "If You See Something, Say Something" tagline has been licensed by the MTA to 37 domestic and international transportation providers and government agencies for use in their own anti-terrorism campaigns.