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Press Release

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IMMEDIATE

MTA Creates Thought-Provoking Program for Subways and Buses

New Program to Include Passages from Philosophy, Science, History and Literature

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Beginning this week, the Metropolitan Transportation Authority (MTA) will initiate a new series in its *SubTalk* program consisting of excerpts from great thinkers. Called *Train of Thought*, the series will feature short quotations in history, philosophy, literature, and science chosen by Columbia University's Graduate School of Arts and Sciences for both their significance and accessibility. The first selections are from E. B. White on the special character of New York City and its people and Galileo on the centrality of mathematics to science. Two new quotations from different disciplines will be posted every three months. Funding for production of the program is provided by Barnes & Noble.

Train of Thought is an expansion of *Poetry In Motion*, which featured short poetry extracts and marked its 15th anniversary in 2007. That program was initiated as a service to MTA customers, a way of delivering a bit of joy and enlightenment along with the ride, and encouraging people to seek out more poetry.

"We wanted to build on the success of *Poetry in Motion* by broadening the scope and content of the areas and authors we bring to subway and bus riders," said Alicia Martinez, MTA's Director of Marketing & Corporate Communications. "New Yorkers have wide-ranging interests, and we felt that we could include material from a variety of other disciplines in addition to poetry to bring important, engaging, insightful quotes to our riders, and entice them to explore the author or subject further. We believe this approach will reach a broader and larger audience."