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Press Release

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NYC Transit

IMMEDIATE

## NYC Transit Urges Riders To "Be Part Of The Solution Not The Pollution"

### Latest Installment in Anti-Litter Campaign

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MTA New York City Transit is urging riders to "Be a part of the solution, Not the pollution," in the latest installment of the *'Your city, your subway, your station, your litter'* SubTalk public information campaign. The new publicity push was launched earlier this year, when riders were reminded that it was 'Bad News' to discard their recently read newspapers on trains. A separate poster specifically targeting bus riders was also produced and posted on buses city-wide.

"We have made a significant investment in system cleanliness, especially on our subway cars, by adding cleaners to several lines," said NYC Transit President Howard H. Roberts, Jr. "While we are beginning to reap the benefits of that investment, we still need our riders to pitch in and dispose of their trash properly in station receptacles," added Roberts.

As part of a program to enhance security and customer satisfaction, NYC Transit has improved cleaning measures with the hiring of more than 230 Station, Track and Car Equipment Cleaners. On average, NYC Transit removes 49 tons of refuse from subway stations every day. Through an aggressive post-collection recycling program, NYC Transit recycles about 50% of everything customers throw away, and we are setting our sights even higher in the future.

This is the second card in the *'Your city, your subway, your station, your litter'* SubTalk campaign, and will be posted in all 468 subway stations as well as inside more than 2,000 subway cars city wide.