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Press Release

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MTA Headquarters

IMMEDIATE

MTA Introduces Phase II of Train of Thought Series

Jeopardy! Is New Sponsor; WQXR to Feature Readings

The Metropolitan Transportation Authority (MTA) today announced that its popular series of selections from great writings posted in subway cars and buses will enter Phase II beginning in May. The series, known as Train of Thought™, will expand to the radio and will have a new sponsor, Jeopardy!, America's Favorite Quiz Show®.

Train of Thought, consisting of two new quotations every three months, presents intellectually stimulating selections from great works of literature, philosophy, science and history. The passages are chosen by a team of faculty members of Columbia University's Graduate School of Arts and Sciences.

Besides appearing on posters in over 2,000 subway cars and 4,000 buses, these and additional quotations will also appear on the backs of 18 million MetroCards through 2010. And for the first time, the selections will be read on the radio. Actors and recognized New York personalities will read the quotations on WQXR throughout the day ever day.

"We are pleased to continue our Train of Thought series," said Elliot G. Sander, Executive Director and CEO of the MTA. "We feel that our customers' travels with us are enhanced when they are exposed to these selections from great writings."

"Jeopardy!'s dedication to knowledge and education makes this partnership a perfect complement to MTA's Train of Thought series," said Harry Friedman, Executive Producer of Jeopardy!. "We are thrilled to support a campaign which aims to enlighten millions of New York's daily commuters."

Jeopardy! airs locally in New York on ABC7 at 7:00PM (ET).