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Press Release

June 15, 2009

NYC Transit

IMMEDIATE

Priority Seating Campaign

Customers are Reminded to Stand Up For the Disabled

MTA New York City Transit's latest SubTalk/BusTalk campaign, "Please Offer a Seat," begins today, June 15. Customers will see posters and car cards indicating the locations of seats designated for persons with disabilities. The Americans with Disabilities Act requires that these seats be made available to people with disabilities. There will also be reminders on a series of MetroCards that will go into circulation in September 2009.

"We take our commitment to the disabled community very seriously," said NYC Transit President Howard H. Roberts, Jr. "With this campaign, we want to remind our customers that not all disabilities are visible. We're asking riders to look around and be aware of others who may need that priority seat."

In the subways, both ends of every subway car have seats specifically designated as "Priority Seating" for persons with disabilities. In buses, these seats are usually close to the front entrance. NYCT is asking all of its customers to demonstrate good citizenship by offering up these specially designated seats when asked.

[BusTalk Poster](#)

[SubTalk Poster](#)