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Press Release   April 19, 2011

MTA Headquarters   IMMEDIATE

'If You See Something, Say Something' Campaign Revived for New Year

Ads Can Be Viewed Online at mta.info

The Metropolitan Transportation Authority (MTA) today launched its newest round of television, print and poster advertisements intended to remind customers to remain alert while using MTA services. The latest update of the MTA's award-winning "If You See Something, Say Something" security awareness campaign will appear 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 images that renew the seriousness of the message. Prior ads portrayed images of unattended packages in transit facilities with passengers busily walking past. The new round of ads depicts what appear to be potential terrorists planting bags on subways, buses and trains.

"The safety and security of our customers is our top priority," said Jay H. Walder, the Chairman and CEO of the MTA. "We are hardening our infrastructure and conducting enhanced policing in coordination with our regional law enforcement partners. But these ads reinforce the important role our customers will always play in ensuring the safety of transit users throughout the entire MTA system."

The $10 million campaign is funded by grants from the U.S. Department of Homeland Security, which last year requested permission from the MTA to use the slogan nationwide. The campaign includes four 15-second television spots as well as newspaper print ads and posters on subways, buses and trains. It was created by MTA ad agency Korey, Kay & Partners.

Since its introduction in 2002, the trademarked "If You See Something, Say Something" tagline has been licensed by the MTA to 54 domestic and international transportation providers and government agencies for use in their own anti-terrorism campaigns.

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