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Press Release

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IMMEDIATE

### 'Poetry in Motion' Expands to NYC Taxi Fleet

#### *Program Expands Beyond the New York City Subway for the First Time*

Poems are back in the subway, and now they're coming to taxis too. The Metropolitan Transportation Authority (MTA), New York City Taxi & Limousine Commission (TLC), and the Poetry Society of America (PSA) today announced that Poetry in Motion, the popular program that presents thought provoking poems and poetry excerpts in the New York City Subway, is expanding to the city's yellow taxis.

Taxi riders will be able to see silent 15-second animations of Poetry in Motion selections on television screens as they travel in taxis. After a brief introduction, taxi riders viewing the default channel on taxi monitors will see the Poetry in Motion animation appear as part of a 12-minute loop of content that is refreshed every two hours. The positioning of the poetry within the loop will vary.

"I believe our 600,000 daily taxicab passengers will very much appreciate the gift of poetry," said Taxi and Limousine Commissioner/Chair David Yassky. "Just as history buffs will appreciate the fact that this is the very first inter-modal synergy between taxicabs and the subway system in the 104 years that 'traditional' taxicabs have served the city. So, *enjoy your poetic taxi trip, because it signals the beginning of a beautiful friendship!*"

"I am delighted to be partnering with the TLC and Poetry Society to expand Poetry in Motion beyond the MTA network for the first time," said MTA Chairman Joseph J. Lhota. "Poetry in Motion was so popular with our customers that they demanded that we bring it back. I think it will be equally appreciated by taxi riders."

The poems are selected by the Poetry Society of America, partners in the program since its inception in 1992, in collaboration with MTA Arts for Transit. In addition to context, aptness, and literary merit, the selections for Poetry in Motion seek poets who reflect the diversity within New York. As poems are selected, MTA Arts for Transit pairs them with art from its more than 230 artworks installed in subway and railroad stations.

"What a joy to see the beloved Poetry in Motion program expanding to reach the ridership of taxis in New York," said Alice Quinn, Executive Director of the Poetry Society of America. "Taxis! The emblem of our busy lives!!"

Also today, the MTA unveiled the second poem to be included in the newly relaunched and expanded Poetry in Motion. The poem, "Noche de Lluvia, San Salvador," by Aracelis Girmay. The poem reads:

Rain who nails the earth,  
Whose infinite legs  
Nail the earth, whose silver faces  
Touch my faces, I marry you. & open  
All the windows of my house to hear  
Your million feral versions  
Of si si  
    sí  
si  
    si

The poem appears with the artwork *Stream* (2001), by Elizabeth Murray (1940-2007), which is installed at the Court Square-23 St subway complex in Queens. Murray is considered one of the leading Modernist abstract painters of the 20th century. At a ceremonial event at Times Square announcing the expansion of Poetry in Motion, her daughter, Sophie Holman, read a poem on behalf of her father, poet Bob Holman, "Praise Poem for Elizabeth Murray."

Both the Girmay poem, and "Graduation," by Dorothea Tanning, which was introduced last month, will appear in taxis, starting today. As the Poetry in Motion program adds roughly two new poems every three months, the new poems will appear in both the subway and taxis virtually simultaneously. Both poems are appearing throughout April 26 on MTV's 44½ Screen at Times Square.