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Press Release

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IMMEDIATE

### MTA Announces Media Collaborations for Grand Central Centennial

**NEW YORK, June 25, 2012**—The Metropolitan Transportation Authority (MTA), in association with Metro-North Railroad, announced today that WABC-TV and *The New York Times* have signed on as official media partners for Grand Central Terminal's 2013 Centennial celebration. The collaborations will serve to keep residents and visitors in Greater New York City apprised of news and activities throughout the iconic transportation hub's Centennial year beginning February 1, 2013, and the pre-Centennial events leading up to it.

"There is a wealth of rich history and future potential within the walls of Grand Central Terminal," said Centennial Committee Chairman Peter Stangl, a former MTA chairman and former president of Metro-North. "I can think of no better way to tell its story than through the voices of one of this city's top news broadcasters, and one of the world's most influential newspapers."

"As steward of Grand Central Terminal, Metro-North Railroad is pleased to have two of New York City's top media outlets onboard for the Centennial," said Metro-North President Howard Permut. "We look forward to working with them on special initiatives that bring to their readers and viewers a unique perspective on our activities, and the vibrant historic building we will honor."

As part of its partnership, WABC-TV will produce and air a 30-minute special that highlights aspects of Grand Central's past, its present-day operations, and its future plans. According to Nielsen's May 2012 audience measurement ratings, WABC-TV is New York City's most-watched television station.

"This Terminal is so unique: a 100-year-old landmark building that remains the city's most vital gateway. With millions of passengers and visitors each year, it truly is the heart of New York," said WABC-TV President J. David Davis. "Channel 7 is proud to help bring the unique story of Grand Central to the entire region."

*The New York Times* will host an archival photo exhibit in Grand Central Terminal's Vanderbilt Hall in 2013 and a series of "Times Talks" events focused on the Terminal. The paper plans a full-page salute to Grand Central on February 1, 2013, commemorating the day the Terminal opened its doors in 1913.

"We're honored to be a part of such a historic celebration," said Arthur Sulzberger, the Chairman, CEO and Publisher of The New York Times Company. "Everything about Grand Central Terminal embodies the spirit and essence of New York City."

Pre-Centennial events begin July 28 with the opening of a New York Transit Museum Gallery exhibition commemorating four decades of Kodak Colorama photo advertisements that enlivened Grand Central Terminal's Main Concourse from 1950 to 1990. For more information, [www.mta.info/mta/museum](http://www.mta.info/mta/museum).

Premier Partnerships, the MTA's official sponsorship agency for the Centennial, brokered these Grand Central Terminal's Centennial agreements on behalf of MTA.

Grand Central Terminal stands as one of America's greatest transportation hubs and one of New York City's most iconic buildings. It is both a national institution and an international example of the success that can be achieved giving new life to a historic building that otherwise may have been destroyed. Over a colorful and tumultuous 100-year history, Grand Central has gone from being the start and end point for long-distance rail travel, to becoming the iconic home of Metro-North Railroad and a destination for commuters, tourists and residents. More details at [www.grandcentralterminal.com](http://www.grandcentralterminal.com).