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Press Release

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NYC Transit

IMMEDIATE

MTA New York City Transit Warns Subway Customers to "Safeguard Your Stuff"

Posters warn riders to be aware

MTA New York City Transit is launching a new public service campaign urging subway riders to keep a close watch over their personal electronic devices while in the system. "*Don't be a target of opportunity!*" posters have begun appearing in subway cars around the system and they send a very clear message: "*Safeguard your stuff.*"

 These ever-popular, light and compact electronic devices have become the favorite targets of opportunistic thieves who take advantage of riders who fail to pay attention to their surroundings. The posters warn customers to be especially vigilant, particularly when seated or standing near doors.

"Unfortunately, these items have become tempting targets for thieves and what we are seeking to do with this campaign is remind our customers to take extra care when using them by being watchful of their environment," said NYC Transit President Thomas F. Prendergast.

The campaign was developed in consultation with the NYPD, based in part on a video they produced earlier this year educating customers about device safety. The videos addressed the issues of vigilance and situational awareness when using electronic devices in the subway.

New York City Police Commissioner Raymond W. Kelly said, "Enforcement and public awareness are both critical to combating thefts of iPhones and other electronic devices on the subway. This campaign reminds transit riders that when you are aware of your surroundings, and guard your electronic devices, you help protect yourself against would-be thieves."

More than 2,000 of the "premium square" posters are being installed on subway cars throughout the system. The campaign will also appear in the *On the Go!* Travel Station rotation as well as on Station Advisory Information Display S.A.I.D screens when they read "Good Service."