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Press Release

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[MTA Headquarters](#)

IMMEDIATE

MTA, NJ TRANSIT and Amtrak Launch Public Safety Awareness Campaign at Penn Station for Holiday Shopping Season

'Let's Travel Safely, Together' Campaign Includes Posters, Videos, Hand-Out Maps and Public Address Announcements

The Metropolitan Transportation Authority (MTA), NJ TRANSIT and Amtrak today are launching a new public safety campaign offering safety tips for customers traveling through New York's Penn Station. The campaign includes advertisements using the animated green and red "bubble people" already made famous in courtesy campaigns on New York City subways and buses, Long Island Rail Road and Metro-North Railroad. In images used in the campaign, individuals doing careless things are depicted in red, while others are depicted in green.

Officials will be on hand in Penn Station from 7:30 a.m. to 7:30 p.m. today to draw attention to the message and to distribute fold-out maps with floor plans of Penn Station. The tag line for the campaign is: "Let's Travel Safely, Together."

With many first-time customers traveling through Penn Station to partake in holiday shopping and related activities, a security awareness message will accompany the station safety tips. Customers are being reminded that if they "See Something, Say Something." Customers who see any suspicious activity on platforms or trains at Penn Station can call 1-888-NYC-SAFE or visit one of the several police posts located within Penn Station. Hand-outs will be distributed highlighting the post locations of security personnel, making it easy for even infrequent travelers to know where to find assistance. The 2-page handout is available at this link: <https://drive.google.com/file/d/0B7wCk5gtm35nOG1jTWLuN0piOFU/view?usp=sh...>

"Safety is our top priority, and our desire to improve the safety of our customers influences everything we do," said MTA Chairman Thomas F. Prendergast. "This campaign is timed to the busy holiday season because it's a time when many new visitors are coming through Penn Station, which is the busiest transportation hub in the U.S with more than 650,000 visitors on an average weekday. We are delighted that we were able to work so closely with Amtrak and NJ TRANSIT to create and distribute the materials in this campaign."

"At NJ TRANSIT, safety is at the heart of everything we do, but staying safe begins long before the doors of the train open," said Gardner Tabon, Chief of NJ TRANSIT's Office of System Safety. "Always use caution when moving about the station, especially on escalators and staircases on the way to the train. Don't let the hustle and bustle trip you up and cause you injury."

"Safety is Amtrak's top priority and a fundamental component of our corporate culture," said Michael Logue, Amtrak Vice President & Chief Safety Officer. "This program is a great opportunity to bring that message directly to Penn Station passengers during the busy holiday travel season. We are proud to work with our partners at the Long Island Rail Road and NJ TRANSIT to continue to raise awareness of this important issue."

The overall message of the campaign is to encourage railroad travelers to realize that an awareness of their actions and their surroundings is important as they move through the busy corridors and concourses of Penn Station. Five specific messages, all reinforced by video and still images, are as follows. The images are available as a PDF file at this link: <https://drive.google.com/file/d/0B7wCk5gtm35nQUo5eS1uUnRsN28/view?usp=sh...> and video files in mp4 format are available at this link: <https://drive.google.com/folder/view?id=0B7wCk5gtm35nFlrZy1GV2J6MFk&usp=...>

- Avoid slips, trips and falls (this message accompanies an image of a person running down a stairway while not holding the handrail)
- Be alert for hazards (this message accompanies an image of a person spilling a drink at a garbage can, and a person slipping on a spilled liquid)
- Don't take more than you can handle, and don't block others on escalators (this message accompanies an image of a person with too many bags blocking others who are riding behind on an escalator)
- Stay alert and don't rush (this message accompanies an image of a person running too quickly on a platform and tripping on the wheeled suitcase being pulled by an unsuspecting traveler)
- Watch for others that may be distracted (this message accompanies an image of a person wearing headphones and looking at a smartphone screen, about to collide with other people)

About the Metropolitan Transportation Authority (MTA)

The Metropolitan Transportation Authority is North America's largest public transportation network, serving a population of nearly 15 million people in the 5,000-square-mile area fanning out from New York City through Long Island, the Hudson Valley, and southwestern Connecticut. MTA subways, buses, and railroads provide more than 2.6 billion trips each year – the equivalent of about one in every three users of mass transit in the United States and two-thirds of the nation's rail riders. The MTA's nine vehicular water crossings provide more than 800,000 motor vehicle trips per day, making it the busiest tolling agency in the country.

About NJ TRANSIT

NJ TRANSIT is the nation's largest statewide public transportation system providing more than 915,900 weekday trips on 257 bus routes, three light rail lines, 12 commuter rail lines and through Access Link paratransit service. It is the third largest transit system in the country with 165 rail stations, 62 light

rail stations and more than 19,000 bus stops linking major points in New Jersey, New York and Philadelphia.

About Amtrak®

Amtrak – America’s Railroad® – is dedicated to safe and reliable mobility as the nation’s intercity passenger rail service provider and its high-speed rail operator. With our state and commuter partners, we move people, the economy and the nation forward, carrying more than 30 million Amtrak passengers for each of the past five years. Formally known as the National Railroad Passenger Corporation, Amtrak is governed by a nine member board of directors appointed by the President of the United States and confirmed by the U.S. Senate. Anthony R. Coscia is board chairman and Jeffrey R. Moreland is vice chairman. Amtrak operates more than 300 trains daily – at speeds up to 150 mph (241 kph) – connecting more than 500 destinations in 46 states, the District of Columbia and three Canadian Provinces. Learn more at Amtrak.com or call 800-USA-RAIL for schedules, fares and other information. Check us out at blog.Amtrak.com, Like us on Facebook.com and Follow us on [@Amtrak](http://Twitter).