

# Mobility 21

A Coalition for Transportation Advocacy  
in Los Angeles County

Presented by

Strategic Partner



## FOR IMMEDIATE RELEASE

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## CONTACT

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## Media Advisory/Photo Opportunity: *Metro Orange Line Media Ride with Valley Business Leaders*

## VALLEY BUSINESSES JOIN MOBILITY 21 COALITION TO HIGHLIGHT METRO ORANGE LINE'S ECONOMIC BENEFIT TO REGION

**WHAT** Valley business leaders will join members of Mobility 21, a coalition of transportation, business, community and legislative leaders working to develop solutions to the region's transportation challenges, to present the business perspective on the Metro Orange Line's anticipated economic benefits to the region. Following the Mobility 21 meeting, members of the media are invited to attend a press conference at the Metro Orange Line Station and then board the Metro Orange Line for a ridealong to get a firsthand look at the latest, advanced design 60-foot Metro Liner buses. Scheduled to open Oct. 29, the Orange Line will pass through Valley communities from North Hollywood to Warner Center in Woodland Hills.

## WHEN & WHERE

### FRIDAY, OCTOBER 7

9:30 a.m. **Mobility 21 Coalition Meeting**, L.A. Valley College, Monarch Hall,  
5800 Fulton Ave., Valley Glen. Will include presentation by L.A. County  
Supervisor Zev Yaroslavsky, "Metro Line: From Concept to Reality" at 11 a.m.

11:40 a.m. **Press conference** at Valley College Metro Orange Line Station  
(corner of Fulton and Burbank)

Noon **Preview rides** on Metro Orange Line

**PARKING** "Lot A" on northeast corner of Burbank Blvd. and Fulton Ave.

## WHO

**Zev Yaroslavsky**, L.A. County Supervisor, 3<sup>rd</sup> Supervisorial District  
California State Assemblymember **Lloyd Levine**  
California State Assemblymember **Fran Pavley**  
California State Assemblymember **Paul Koretz**  
**Wendy Greuel**, L.A. City Councilmember & Transportation Committee Chair  
**Dan Rosenfeld**, Vice Chair, Economic Development and Land Use Committee,  
Los Angeles Area Chamber of Commerce  
**Josh Gertler**, Co-Chair, Transportation Committee, Valley Industry and Commerce Association

## VISUALS

Media will have opportunity to shoot B-roll of new 60-foot Metro Liner buses, landscaped transitway, pedestrian and bike paths, artistically designed stations, park and ride lots.

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