
MEDIA ADVISORY

CONTACT: ALISON BAILIN
602-957-8881
602-318-3775
abailin@hmapr.com

YVETTE ROEDER
602.534.8289
602.478.1163
yvette.roeder@phoenix.gov

FOR IMMEDIATE RELEASE
FEBRUARY 1, 2010

WHAT: Phoenix Public Transit, METRO Light Rail and the Phoenix Police Transit Bureau - Transit Watch Open House

Phoenix Public Transit, METRO Light Rail and the Phoenix Police Transit Bureau are partnering on an open house focused on **Transit Watch**, a federal program targeted on terrorism preparedness meant to help transit users learn how to be on the lookout for suspicious packages and behaviors on public transportation, as well as provide ideas and resources on safe actions to take.

During this outreach event, Phoenix Public Transit, METRO Light Rail and the Phoenix Police Transit Bureau will be debuting new **Transit Watch** public service announcements, distributing Transit Watch brochures and showcasing various packages and behaviors that may be viewed as suspicious on a demonstration bus. The PSAs are available in English and Spanish formats.

Each representative will also have time to address public safety and answer questions from the media and community-at-large.

WHEN/WHERE: Thursday, February 4, 2010

Central Station
1st Avenue & Van Buren
2 p.m. to 3 p.m.

*Please note there is no parking available on-site and contact media liaison to make parking arrangements in advance of the event

VISUALS: Visuals include the demonstration bus with suspicious packages. PSAs will also be made available during and after the event.

INTERVIEWS: Interviews can be made available with:

- Debbie Cotton, Phoenix Public Transit Director
- Commander Louis Tovar, Phoenix Police Transit Bureau
- Steve Banta, CEO of METRO Light Rail
- Lt. Adrian Ruiz, Phoenix Police Transit Bureau
- Customer Service representative with Terrorist Awareness Recognition and Reaction (TARR) Training
- Bus Operator with TARR Training