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CELEBRATE THE **A** TRAINS' 75TH ANNIVERSARY WITH METROCARD DEALS

Seventy-five years ago, a NYC icon began rumbling down the tracks, ushering in a new generation of subway travel in New York City. The **A** train began its run into New York City history on September 10th, 1932. To mark the 75th Anniversary of the line that inspired Duke Ellington's immortal jazz tune "Take the A Train," NYC Transit is kicking off a two-month long celebration featuring MetroCard Deals at more than 40 museums, restaurants, shops and other attractions from Upper Manhattan to Brooklyn and in-between.

"MetroCard is more than just your ticket to ride our subways and buses," said Elliot G. Sander, MTA Executive Director and Chief Executive Officer. "It's also an entrée to great discounts at cultural institutions, restaurants and top attractions around town."

The MetroCard Deals offered as part of the 75th Anniversary Celebration of the **A** train include discounted and free admission to museums like the **New York Transit Museum** in Brooklyn, the **Malcolm X and Dr. Betty Shabazz Memorial and Educational Center** in Upper Manhattan and the **New-York Historical Society**.

"MetroCard discounts are one of the biggest factors in the unprecedented growth in ridership we've experienced over the past decade," said MTA New York City Transit President Howard H. Roberts, Jr. "With this celebration, we hope our riders will use their MetroCard to take advantage of some of the best the city has to offer—at a discount."

Connoisseurs of fine dining who carry their MetroCard can receive 10-percent off at **Ciro Trattoria Italian Restaurant** in Midtown, **Havana Central** restaurants or **Natsumi Japanese Restaurant, Bar & Grill**. Paying homage to the **A** train's original three mile express run between 125th Street and 59th Street/Columbus Circle in Manhattan, **Shula's American Steak House** is offering an Express Lunch for \$20.07. If you want lighter fare, **A Slice of New York** is offering a free slice if you buy one, or 50 percent off a pie. At **809 Restaurant**, diners can order a free glass of Sangria.

Also taking part in the 75th Anniversary MetroCard Deal is the **ESPN Zone, Dave & Busters** and **Gray Line New York Sightseeing Hop-on Hop-off Double Decker Bus Tours**. **A** train riders looking to stay in tip-top shape and who show their MetroCard will receive a one-week free trial membership at **Atlantis Sports Club** at the **Sheraton NY Hotel**, \$2 off any class at **Levitate Yoga** or a free introductory class at **Premier Martial Arts**.



For the fashion set, **Elle Fashion Accessories** in Upper Manhattan is offering 20 percent off any purchase, tee shirts at **Closet Clothing Boutique** are all 10 percent off and a new 'do' at **Hair 2 Stay 48 Salon** is 20 percent less when customers spend \$65 or more and show their MetroCard.

Subway riders can also celebrate the 75th Anniversary of the **A** by taking part in the **Winning Ride Game!** The *New York Daily News* and MetroCard are offering riders citywide the chance to win every Friday, in September and October, the grand prize of one year of unlimited rides. Other MetroCard prizes will be given away every day starting Sunday, September 9 through Saturday, October 6, 2007. During the Winning Ride Game, 75 winners will receive \$75 MetroCards; 75 daily winners will receive \$10 MetroCards and 75 winners will receive Subway Map sweatshirts by the MTA and nycsubwayline.com.

Details on how to play can be found in *New York Vue* in Sunday's *New York Daily News*. A full list of establishments taking part in the **A** Train 75th Anniversary MetroCard Deals can be found by logging on to www.mta.info

MTA New York City Transit is proud to be partnering with NY1. Tune into NY1 On Demand (channel 1110 Time Warner Cable) and select "Sponsors" for historical segments on the A train, along with 30-second promotional spots.

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