



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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FOR IMMEDIATE RELEASE

Industry Notice #06-04

March 8, 2006

"New York Loves Women"/Safety Stickers Promote City Resources For Women And Safety Awareness In New York City Taxicabs

The New York City Taxi and Limousine Commission (TLC) is pleased to announce the approval and availability of stickers celebrating women in New York City and pedestrian/bicycle safety for use in all medallion taxicabs. The sticker is produced by the New York City Commission on Women's Issues, and is part of a larger public awareness campaign highlighting the resources available to women in New York City. Hundreds of advertisements are being featured in bus shelters, telephone kiosks and lamppost banners throughout the city. Various City agencies, women's organizations, cultural and educational institutions and businesses are distributing thousands of buttons featuring the "New York Loves Women" slogan throughout the City. The sticker also highlights some smart suggestions for passengers, urging them to watch for bicyclists as they exit the taxicab. The sticker has been endorsed by Transportation Alternatives, a pedestrian and bicycle advocacy organization. The TLC's Board of Commissioners voted unanimously on January 12 to authorize the sticker's use.

The colorful and attractive stickers are printed on a clear plastic material that is easy to both install and remove. The stickers should be placed on the inside of each window in the rear compartment, maximizing their visibility to both passengers and passersby.

Stickers will be available, free of charge, through industry organizations and at the TLC's Safety and Emissions facility in Woodside, Queens. Placement of the stickers is not mandatory, but is encouraged.