

go* INFO

People you know... go*METRO



October 2013

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Customer Profile



Why do YOU go Metro?

"I am TJ, my girl is Skylar and my son is Hudson. We had a great experience on a Metro bus. We had a great driver on the 19 route. I got a new saying since going green is a much needed step in today's environmental crises. Riding the bus cuts down on many harmful effects from emissions. So ya ready for this? 'Go

Dear Alex,

Welcome to the October 2013 edition of *go*INFO* newsletter. News you can use for Metro riders.

Art to Go: ArtWorks' Metro Art Shelter Project



This shelter located at 6th & Sycamore displays art work from the children's story *Charlotte's Web*.

ArtWorks, a Cincinnati non-profit that employs and trains local youth to create art and community impact, partnered with Metro and the Public Library of Cincinnati and Hamilton County this summer to transform 24 shelters in downtown and Over-the-Rhine into colorful public art featuring popular books. [See photos](#) from the dedication event at the Main Library and several ArtWorks shelters downtown.

Blue to Go Green with Metro."

-TJ Pritchett, Colerain

Want to be featured in a future go*INFO Customer Profile? Email your story and photo to areed@go-metro.com. If you are selected to be featured, we'll send you some free ride tickets.

News

Riverfront Transit Center Open House

NEW DATE:

Saturday, Nov. 16, 2013

10 a.m. - 2 p.m.

Join us for Metro's public open house to showcase the Riverfront Transit Center on Saturday, **Nov. 16** from 10 a.m. to 2 p.m. (This event was rescheduled from Oct. 19.)

The free event will feature music, giveaways, and guided tours. Stay tuned for more information in the next go*INFO newsletter.

Metro in the Community

10/19: [UC Homecoming Parade](#)

10/19: [Public Library of Cincinnati 160th Anniversary Event](#)

MashUp CityLink



Yousuf Ahmad, President and CEO, Mercy Health

“When we go*METRO we all go forward.”

People you know... go*METRO

People you know... go*Metro

This year Metro unveiled Phase II of its "People you know... go*Metro" campaign. The goal of the campaign is to increase ridership by personalizing the transit experience. Through testimonials with real people, prospective riders should see themselves as part of a trend: If people I know or people who work at well-known companies ride Metro, it must be a good experience and one that I might be willing to try.

The campaign consisted of TV and radio spots along with billboard and print ads showcased around the city. [Learn more](#) about the "People you know... go*Metro" campaign.



Metro's stored-value cards soon available for purchase online

Before the end of October, you'll be able to purchase stored-value cards online in \$30 increments. Stored-value cards can be used like cash to pay all zone fares, buy transfers, pay discounted fares such as Fare Deal, children's fares or UC or Cincinnati State fares, and even for multiple riders.

You can also purchase stored-value cards at the Metro Sales Office located at 120 E. Fourth Street, Mercantile Building arcade downtown, weekdays 7 a.m. to 5:30 p.m. For more information on stored-value cards, visit our [website](#).



Metro is rolling out an all-new feature called "Route Profile." In

Fundraiser on Oct. 18

CityLink Center is hosting its first annual MashUp event to benefit and celebrate the life change in our city. Dedicated to help break the cycle of poverty by providing many social services on one campus, the Center opened in January 2013 and is already making an impact in the community. Tickets: \$35 pre-sale and \$40 at the door. [Click here](#) for more information and to register for the event.

2013 Calendar Images



October calendar images available [here](#).

Share the News

Use the "Forward this email" link at the bottom of this email to send this on to others who may want Metro news. They can [subscribe](#) if they would like to receive the newsletter each month.

this section we'll showcase a route from our system and highlight the information and sights to see along the route!

Metro*Plus

*Metro*Plus* is a new service with limited stops to get you where you're going faster. Feel like grabbing a bite to eat? You can stop off at the new up-and-coming restaurants in Over-The-Rhine, or bring the kids down and play at the Smale Riverfront Park down at The Banks. Catch a game at UC or Xavier University, both stops along the *Metro*Plus* route. Need to make a connection? Riders can transfer to many other Metro routes including: 19, 24, 38X, 46, 51 and 78.

[Metro*Plus](#) has new, faster, frequent weekday service to: **Kenwood, Xavier University, Cincinnati Children's Hospital Medical Center, UC Medical Center, University of Cincinnati, Downtown and The Banks.** Jump on a *Metro*Plus* bus today because... it's a plus for everyone!



Celebrate the The Public Library of Cincinnati and Hamilton County's 160th anniversary

In Cincinnati, a public library was authorized in 1853 and opened its first public reading room in 1856. To celebrate this milestone of 160 years, the library invites you to an afternoon of fun-filled activities for the whole family

on **Saturday, Oct. 19, from 12 - 3 p.m.** at the Main Library on Vine Street in Downtown. Look for Metro's table and enjoy the music, kids' activities, tours, refreshments, and a chance to view a special exhibit commemorating 160 years of public service to the community. For more information visit the library's [website](#).

ALSO: Make sure to take Metro to this year's [Books by The Banks](#) on **Oct. 12**, the region's premier book festival that brings literature to life through programs and activities for all ages. [Books by the Banks](#) is free and open to the public.



Cincinnati
Museum
Center

Ride Metro FREE to and from the Museum Center on Nov. 1 and 7

Please join Metro and Cincinnati Museum Center to celebrate

the 2013 Duke Energy Children's Museum Difference Maker Awards. Ride Metro Rt. 1 free to and from the Museum Center from 4 - 9 p.m. on **Friday, Nov. 1** and **Thursday, Nov. 7**. Visit Cincinnati Museum Center's [website](#) for more information.

We're hiring!

Join Metro's team! We are now seeking applicants for several positions. Click [here](#) for additional information.

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