



Be Merry On Metro And Saturday Morning With Santa

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ST. LOUIS - Tis the season for music, lights, Santa and gifts – and in the coming weeks this merriment will also be part of Metro Transit trips. Citizens for Modern Transit (CMT), Metro Transit, St. Clair County Transit District, Bureau of Transit Police, Metro Transit Public Safety, University of Missouri–St. Louis and AARP in St. Louis are teaming up to host “Be Merry on Metro” from Monday, Dec. 6, to Friday, Dec. 24, featuring a host of seasonal surprises at Metro Transit Centers and aboard MetroLink, MetroBus and Metro Call-A-Ride vehicles.

This effort will kick off during the morning commute on Monday, Dec. 6, from 7:00 to 8:30 a.m. During this timeframe, representatives from the partnering organizations will be at select Metro Transit Centers handing out “Be Merry and Metro” branded sock hats – along with candy canes and a calendar showcasing all the fun planned for the month of December.

All “Be Merry on Metro” activities are tied to weekly themes and include: Music & Lights from Dec. 6-10; Santa & Surprises from Dec. 11-17; and Opportunities and Appreciations from Dec. 20-24. The events will feature strolling carolers, a “Saturday Morning with Santa” event, special Ten Toe Express guided walking tours, promotion of job opportunities, holiday tunes at Metro Transit Centers and more.

Throughout the month, transit riders should also be on the lookout for “Gift of Transit” gift boxes wrapped in red ribbon randomly placed on MetroBus, MetroLink and Metro Call-A-Ride vehicles. If a transit rider finds a gift box, they can keep it and its contents. There will also be hundreds of gift box cutouts. If a transit rider finds one, all they need to do is look for their gift, which is attached to the back of the “Gift of Transit” cutouts. Transit riders can also participate in the Ugly Sweater contest by taking a photo of themselves wearing an ugly sweater, while traveling on transit, and posting it to social channels using #ToastyOnTransit. Participants will be entered to win a special prize package.

“The ‘Be Merry on Metro’ effort is rooted in the mission of all of our community engagement initiatives,” commented Kimberly Cella, executive director of Citizens for Modern Transit. “It allows us to interact with riders, strengthen relationships and reinforce our collective commitment to a safe, comfortable, customer-focused transit experience – all while spreading a little holiday cheer.”

Bi-State Development CEO Taulby Roach added, “In addition to thanking our riders, ‘Be Merry on Metro’ activities also afford us the opportunity to showcase our appreciation for our transit operators and let people know about the great career opportunities available through Metro Transit.”

To learn more about “Be Merry on Metro,” visit www.cmt-stl.org, www.metrostlouis.org or www.scctd.org. Individuals can also follow this effort on social channels using #MerryonMetro.

About Citizens for Modern Transit

Citizens for Modern Transit is a nonprofit, member supported organization that leads efforts for an integrated, affordable, and convenient public transportation system with light rail expansion as the critical component that will drive economic growth to improve quality of life in the St. Louis region.

About Metro Transit

Metro Transit operates the St. Louis region's public transportation system, which includes 14 battery electric buses and 400 clean-burning diesel buses that serve 68 MetroBus routes in eastern Missouri and southwestern Illinois. Metro also operates MetroLink light rail vehicles on 46 miles of track serving 38 stations in the two-state area, and operates Metro Call-A-Ride, a paratransit fleet of 122 vans. Metro Transit is a Bi-State Development enterprise.

About St. Clair County Transit District

Founded in 1981, St. Clair County Transit District oversees 11 MetroLink stations and 18 bus routes in St. Clair County, Ill. If commuters have questions about service, they can call (618) 628-8090 between 8 a.m. and 4 p.m. Monday through Friday. For more information, visit www.scctd.org.