



On behalf of Metro, Rail Systems Safety Manager Abdul Zohbi receives a gold medal from the president of the New York Festivals. The award recognizes excellence in music and lyrics in Metro's rail safety public service announcements.

### **Metro's Rail Safety PSAs Win Gold Medal in NYC Competition**

(Feb. 25, 2005) Rail safety public service announcements produced by Metro won a World Gold Medal for excellence in music and lyrics at the recent New York Festivals.

Advertising agencies and organizations from some 87 countries participated in the annual competition, with top awards going to such companies as Honda, Toyota and Coca-Cola.

"To win a gold medal for any category is an accomplishment," says Rail Systems Safety Manager Abdul Zohbi, who represented Metro at the awards event.

The PSAs, a joint effort of Rail Operations Safety and Community Relations, were shown frequently on television stations throughout Southern California.

### **Funded by federal grant**

The PSAs were part of a rail safety education program funded by a \$5.7 million federal grant. The bulk of the funding was used for such engineering improvements as 4-quad crossing gates, photo enforcement camera installations and train-coming signs at rail crossings, but \$1.5 million was earmarked for safety education.

With those funds, says Zohbi, Metro "resurrected a dormant rail safety education program" that now is "the Number 1 light rail safety education program in the nation due to the creativity and dedication of Rail Operations Safety and Community Relations."

"This was a perfect example of interdepartmental cooperations," he added.

"Abdul and I love to save lives," says Lynda Bybee, deputy executive officer, Community Relations, whose professional experience includes award-winning film and theatrical productions.