

GETAWAYS

Want to get the most out of New York this fall? Long Island Rail Road Getaways offer discounted rail fare and admission to some of the best wineries, breweries, museums, quaint seaside villages and more. Visit **mta.info/lirr/getaways** to plan your next trip today.

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MTA eTix

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METRO-NORTH GETAWAYS

Metro-North Railroad Getaway deals offer discounted rail fare between Grand Central, the Hudson Valley and Connecticut, and admission to the New York Botanical Garden, the New York Pass, Radio City, Norwalk Aquarium, Guggenheim Museum, Dia:Beacon, bike rentals, kayaking and more! **mta.info/mnr/getaways**

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NY MTA / Long Island Rail Road and Metro-North Railroad Getaways / Print

Objective: Create an umbrella campaign approach to generate awareness for the Long Island Rail Road and Metro-North Railroad Getaways packages.

Electronic Billboard



Web Banners

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| GET AWAY | TODAY LEA | RN ABOUT METRO-NORTH | DEALS AT GETAWAY | DAY - MAY 17, 11AM-3PM | AT GRAND CENTRAL | |
| | | | | MAY 17, 11AM-3F | AWAY TODDAY DEALS AT GETAWAY DAY - M AT GRAND CENTRAL | |
| | | AWAY LEARN ABOUT METRO GETAWAY PACKAGES MAY 17, 11AM-3PM | AT GETAWAY DAY - | - | | |

NY MTA / Long Island Rail Road and Metro-North Railroad Getaways / Digital

Objective: Create an umbrella campaign approach to generate awareness for the Long Island Rail Road and Metro-North Railroad Getaways packages.



LIRR GETAWAYS

eautiful days call for big fun at the beach. And Long Island Rail Road's Getaway deals t nes Beach, Long Beach and Fire Island make soaking up some sun easy, affordable and

#LIRR 🗵 🖪 🖸 🖸 Train 🛱 Time-



Metropolitan Transportation Authority / Getaways Campaign

Objective: To increase off-peak and leisure travel on MTA's Long Island Rail Road, by promoting discounted daytrip "Getaway" packages to fun local attractions.