

# 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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## 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	<b>DAY -</b> 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

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### 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.