



News from

Councilmember Todd Gloria

City of San Diego — District Three

NEWS ADVISORY

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TODAY 11 A.M. Balboa Park Centennial Celebration Wrap Debuts on San Diego Trolley

Councilmember Gloria to Unveil the Wrapped Trolley

SAN DIEGO, CA (January 21, 2015) – San Diego City Councilmember Todd Gloria will join with the Balboa Park Conservancy and the Metropolitan Transit System (MTS) to unveil a new Trolley wrap featuring the 2015 Centennial Celebration today, January 21 at 11:00 a.m.

- WHAT:** Balboa Park Conservancy has partnered with MTS to design and launch a Trolley wrap featuring Balboa Park's 2015 Centennial Celebration.
- WHEN:** Today, Wednesday, January 21, 2015 at 11:00 a.m.
- WHERE:** 12th & Imperial Transit Center, 1255 Imperial Ave., San Diego, CA
Note: Media parking available behind parking structure in commercial loading zone or in garage
- WHO:** Todd Gloria, San Diego City Councilmember and MTS Board member
Harry Mathis, MTS Board Chairman
Carol Chang, Balboa Park Conservancy Board President
- WHY:** For more than 100 years, MTS (originally the San Diego Electric Railway Company) has provided transit services to Balboa Park. The Centennial Celebration wrap celebrates two iconic pieces of San Diego's history – the Trolley and Balboa Park – and honors Balboa Park's 2015 Centennial Celebration of the 1915 Panama-California Exposition and the completion of the Panama Canal.
- Once launched, the Centennial Celebration-wrapped Trolley will raise awareness of the Park's historical value as it rides the rails on the Blue, Orange, and Green Lines. All Trolley lines have direct connections to the new Rapid 215 route which provides high-frequency service to Balboa Park from downtown San Diego and San Diego State University.
- VISUALS:** Wrap features historic images of Balboa Park.
Inaugural ride on wrapped Trolley
San Diego Park and Recreation Department Young Adult Dance mini-performance

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