

LA Metro Celebrates Earth Day With Popular Rock Band Canon Live At Union Station

By Espada-Zimmatore PR

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From alternative music to alternative modes of transportation, unprecedented campaign sets out to educate about the global benefits of going METRO with FREE Concert

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Los Angeles, CA The Los Angeles County Metropolitan Transportation Authority, METRO features Indie rock band Canon (<http://www.myspace.com/canon>) in an EARTH DAY concert at Union Station on Tuesday, April 22, 2008 at 12:00 noon. The concert is open and free to those who present valid Metro or Metrolink tickets or passes at the door.

The METRO/ Metrolink partnership with CANON is particularly unique due to the opportunity to promote public transit and draw attention to environmental concerns through music and entertainment. CANON has already paired with Carson Daly to support such efforts. Carson has been a big supporter of this environmental campaign and is featuring a video from METRO's Canon Live at Union Station show in September of 2007 on carsondaly.tv (www.carsondaly.tv)

Los Angeles-based CANON have been compared with 70's rock titans like Yes and Jethro Tull and contemporary bands like Radiohead and Muse. CANON'S release ALIVE was produced by Justin Meldal-Johnsen (Beck, Imarobot, Macy Gray) soon to be released by One Eleven Records.

"We want to reward our customers for the respect they show the earth by leaving their cars at home and commuting on Metro," said Marc Littman, Metro Deputy Executive Officer for Public Relations. "We're also hoping that potential new riders will take the subway or bus to get to the concert and find out how comfortable it is. Even if we inspire only a few new riders, we've done what we set out to do in celebration of Earth Day. We've chipped away at global warming, a few cars at a time."

"We are honored to be able to help METRO raise awareness on alternative, more efficient ways to protect our environment through our music. 5.7 billion gallons of fuel are wasted annually due to congestion in the United States largest cities. More and more commuters are realizing that to GO METRO is the way to the future."

To plan the route that is best for you, use Metro Trip Planner at: (<http://www.metro.net>)

Category Environmental, Music, Entertainment

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