

**Passengers to be Rewarded for Giving Up Seats
In MTR Priority Seats Campaign**

A smiley face greets passengers on MTR trains starting today (30 October 2009) as the MTR Corporation launches a Priority Seats trial scheme to encourage passengers to give their seat to persons in need.

Designated Priority Seats are gradually being introduced on all MTR trains beginning with four Kwun Tong Line trains today. One pair of seats can be found in selected train car located near the doors, identified by the "Please offer your seat to anyone in need" message accompanied by a cheerful, smiley face.

Within a month, designated Priority Seats will be available on all trains running on the Kwun Tong, Tsuen Wan, Island, Tseung Kwan O, Tung Chung, East Rail, West Rail and Ma On Shan lines.

"It is heart-warming when we see passengers show consideration and give up their seat to the elderly, persons with a disability, pregnant women or anyone in need while riding on the MTR," said Mr T T Choi, Head of Operating of the MTR Corporation. "However, on occasion, we have also received comments from members of the public expressing frustration at having experienced or witnessed discourteous behaviour from people who have remained seated, while someone in need has been left standing. We hope passengers will support the Priority Seats campaign and help us promote a caring culture in Hong Kong," Mr Choi added.

As part of the trial, MTR ambassadors will be out in force from 30 October to 30 November 2009 to recognise passengers who offer their seat to others. Those seen doing the good deed will be rewarded with an MTR Single Journey Ticket.

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Photo caption:

Pregnant women are grateful when people offer them their seats. MTR's Priority Seats campaign launched today promotes a caring culture by encouraging passengers to give up their seats to persons in need.

