

Pregnant Mothers Need Your Seat

Pregnant mothers carry a fragile load. They are hoping passengers could understand their situation and will offer their seats. Today (2 January 2011), two pregnant mother ambassadors boarded the MTR Priority Seat theme train on the Kwun Tong Line to thank passengers in advance for their consideration.

Sporting “Thanks for offering me your seat!” T-shirts, the pregnant mothers are helping to promote a caring culture in the MTR, encouraging passengers to offer seats not only to them, but also to the elderly and the disabled. Today’s event is an extension of the Priority Seat Campaign launched in October last year when the new-look priority seats painted in red featuring the Smiley®World icon on seat backs were introduced. The new priority seats are gradually being introduced on all MTR trains to encourage more passengers to offer seats to those in need.

- End -

Photo caption:

A pregnant mother ambassador on board the Priority Seat theme train thanks a passenger for offering his/her seat.

