



## **Silver Line Extension**

**June 2022, Sample Newsletter and Social Media Copy**

**Web page:** [wmata.com/silverline](https://wmata.com/silverline)

**Hashtag:** #SilverLineExtension #RideSilver

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**Sample Newsletter Copy** (Image: [Dulles Station Hero Image](#)):

### **WMATA's Extra-ORD-inary News!**

Metro has extra-ORD-inary news to share! The Silver Line Extension has been under construction with the Metropolitan Washington Airports Authority (MWAA) and Metro recently declared that the project reached Operational Readiness (ORD). What does this mean? The Silver Line Extension is now under Metro's control and the transit authority must conduct extensive testing, inspections, monitoring, and training needed for the six new Silver Line stations to open to the public. The exact opening date hasn't been decided yet; however, Metro anticipates that the new Silver Line stations will open during fall 2022. To learn more about the Silver Line Extension and to sign-up for regular updates, visit [wmata.com/silverline](https://wmata.com/silverline)

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**Sample Social Media Copy for June, July, and August:**

**June 2022** (Video Link: [Silver Line Extension service map animation video](#)):

We just got w-ORD that the #SilverLineExtension is around the corner! Metro declared the project reached Operation Readiness (ORD). Now, Metro will conduct extensive safety training and testing, and the official opening date will be set. Learn more about the project, stay up to date, and sign up for our newsletter by visiting [wmata.com/silverline](https://wmata.com/silverline) #RideSilver

#### **Shortened for Twitter:**

We just got w-ORD that the #SilverLineExtension is coming soon! @wmata declared the project has reached Operation Readiness (ORD). Now, Metro will conduct operational training & testing, and the official opening date will be decided. [wmata.com/silverline](https://wmata.com/silverline)

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**July 2022** (Image: [Six New Stations. Endless Possibilities.](#)):

The #SilverLineExtension will include 6 new Metrorail stations: Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn. Which station are you looking forward to the most? Learn more about the project, stay up to date, and sign up for our newsletter by visiting [wmata.com/silverline](https://wmata.com/silverline) #RideSilver

#### **Shortened for Twitter:**





The #SilverLineExtension will include 6 new Metrorail stations: Reston Town Center, Herndon, Innovation Center, Washington Dulles International Airport, Loudoun Gateway, and Ashburn. Which station are you looking forward to the most? Learn more at [wmata.com/silverline](https://wmata.com/silverline)

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**August 2022 (Image: [Dulles Station Hero Image](#))**

When the #SilverLineExtension opens this fall, you'll be able to take Metro to Dulles International Airport! Learn more about all of the new Silver Line destinations, stay up to date, and sign up for our newsletter by visiting [wmata.com/silverline](https://wmata.com/silverline) #RideSilver