



Web page: wmata.com/silverline

Hashtag: #SilverLineExtension #RideSilver

THE CONTENT PROVIDED HERE IS AVAILABLE FOR USE AFTER THE START OF PASSENGER SERVICE ON NOVEMBER 15 AT 2 p.m.

Sample e-Newsletter Copy:

OPENING DAY (Image: [Ashburn](#)):

It's here! Travel from Ashburn to Downtown Largo and everywhere in between—the full Silver Line is open! From an idea first championed decades ago to concept drawings to construction, the Silver Line Extension is officially in service! Six new stations along 11.4 miles of track, endless possibilities.

For some, this is the first time a Metrorail ride has been a viable transportation option. For others, the Silver Line Extension provides access to a whole new set of employment, education, entertainment, and housing options. For everyone, it's cause for celebration! 🎉

Load your [SmartTrip®](#), study the new Metro [system map](#), and visit wmata.com/silverline for your one-stop source of Silver Line Extension news. **RIDE SILVER!**

Meet your new Silver Line Extension stations! (Video: [Dulles Station Tour](#)):

How do you get from the Washington Dulles International Airport Metrorail station to your flight? Where can you catch the connecting transportation options at each of the six new stations? What can you expect inside the stations if you use an assistive mobility device? To help plan your travel, wmata.com/silverline has video tours and detailed station information for each of the six new stations: [Reston Town Center](#), [Herndon](#), [Innovation Center](#), [Washington Dulles International Airport](#), [Loudoun Gateway](#), and [Ashburn](#).

You can view for yourself the quick and easy, enclosed route from the [Washington Dulles International Airport Metrorail station](#) to the baggage claim area of the airport, as well as tours of the other five Silver Line Extension stations.

Welcome aboard, **RIDE SILVER!**



Sample Social Media Copy for Silver Line Extension Opening Day:

OPENING DAY OPTIONS (Video: [Ashburn Station Tour](#)):

🎉 Last stop Ashburn! The long-awaited @metroforward #SilverLineExtension is officially open! #RideSilver from Ashburn 🚇 to Downtown Largo 🚇 and everywhere in between!

Shortened for Twitter:

🎉 Last stop Ashburn! The long-awaited @wmata #SilverLineExtension is officially open! #RideSilver from Ashburn 🚇 to Downtown Largo 🚇 and everywhere in between!

TRAIN TO PLANE (Image: [Dulles Train to Plane Infographic](#)):

It's a walk in the park to reach Dulles International Airport ✈️ via Metrorail. You can see for yourself the quick and easy, fully-enclosed route from the new @metroforward Washington Dulles International Airport Metrorail station, as well as tours of the other 5 Silver Line Extension stations. Visit wmata.com/silverline to learn more!

Shortened for Twitter:

🚇 ✈️ Train to plane ✈️ is easy-peasy via the new @wmata Washington Dulles International Airport station! Visit wmata.com/silverline to learn more!

NO MORE TRAFFIC JAMS



📖 Read a book,

📺 watch some reels,

👁️ enjoy the scenery,

😌 or just close your eyes and relax.

What will you enjoy during your #RideSilver on the newly opened @metroforward #SilverLineExtension now that you don't have to watch traffic?

Shortened for Twitter:

🎉 Travel between Ashburn and DC just got a whole lot more reliable and relaxing. The @wmata 🚇 #SilverLineExtension 🚇 is now open! 🎉

It's a whole new world! #RideSilver from Ashburn to Downtown Largo and everywhere in between on the new @wmata #SilverLineExtension!