

Metro Sales Event

Sample Email Newsletter and Social Media Copy

Sample Email Newsletter Copy:

The first ever Metro Sales Event is going on now through October 15. Save up to 50% on selected Metro passes and enjoy unlimited rides on Metrorail and Metrobus.

- 1-Day Unlimited Pass: was \$13, now on sale for \$6.50
- 3-Day Unlimited Pass: was \$28, now on sale for \$14
- 7-Day Unlimited Pass: was \$58, now on sale for \$29
- 7-Day Short-Trip Pass: was \$38, now on sale for \$19
- Monthly Unlimited Passes: starting from \$44

Passes can be purchased in the SmarTrip® app and then added to Apple Wallet, GPay, or your plastic SmarTrip Card online, at Fare Vending Machines located in Metrorail stations, and at the Metro Center Sales Office.

Don't miss this opportunity to save on unlimited Metrorail and Metrobus rides. For more information, visit wmata.com/sale.

Sample Social Media Copy:

The Metro Sales Event is here! Now through October 15, save up to 50% on selected Metro passes and enjoy unlimited rides on Metrorail and Metrobus. Learn more at wmata.com/sale.
#wmata #MetroSalesEvent