

# NEW YORK TRANSIT MUSEUM

**For Immediate Release**

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**MEDIA KIT**

<http://bit.ly/DADSGRADSNYTM>

## **SHOP GIFTS FOR “DADS & GRADS” THIS JUNE THROUGHOUT THE NYC SUBWAY SYSTEM**

Along with being the largest Museum in the nation dedicated to transportation, the [New York Transit Museum](#) is also a source for hundreds of unique transportation-themed gifts perfect to celebrate Dads on Father’s Day and to congratulate Class of 2017 Grads. This month, the Transit Museum’s retail experience is coming to a subway station near you using one of MTA New York City Transit’s many On The Go (OTG) Travel Station kiosks!

The OTG kiosks are an increasingly familiar sight throughout the subway system where customers can check the status of trains, buses, elevators & escalators and find other travel information. Now subway customers can also use this digital interactive technology to shop the [New York Transit Museum Store](#). Featuring more than forty items, the OTG Dads & Grads kiosk stores offer a non-traditional and fun shopping experience. Customers can scroll through the items, select what they want to purchase and send themselves a link to complete the transaction once they’ve arrived at their destination.

Mobile shopping moments are no longer the next big thing – they’re already here. During last year’s holiday season, they were poised to overtake Black Friday-like marathons. “Our On The Go network offers dynamic interactive travel information, engaging digital advertising and now e-tail,” said Paul J. Fleuranges, Vice President of Corporate Communications at NYC Transit. “The use of this powerful digital place-based network as an electronic storefront is another example of how we are moving forward to meet and exceed the expectations of our connected customers.”

The On The Go shopping experience, developed by OTG partner Intersection and featured on more than 225 kiosks, offers millions of daily subway riders the opportunity to seamlessly browse the electronic catalogue on the kiosk display. Once they’ve selected an item, customers can then send product information to their phones via text message or to their email to complete the purchase later via the Transit Museum online store. “We launched this initiative during the 2016 Holiday Season and we’re happy to once again provide customers with a convenient way to shop for unique, only in New York gifts for the Dads & Grads in their lives while they’re on the go.” said Concetta Bencivenga, Director of the New York Transit Museum.

With more than 370 On The Go Travel Station kiosks, NYC Transit has the largest network of interactive Digital Out of Home (DOOH) storefronts anywhere. The Dads & Grads digital shopping experience will reach more than 1.5 million riders per day in the 48 subway stations where Intersection OTG kiosks are deployed, including major hubs like Grand Central – 42<sup>nd</sup> St, 14<sup>th</sup> St - Union Square, West 4<sup>th</sup> St, Jackson Heights – Roosevelt Av and Brooklyn’s Atlantic Av-Barclays Ctr.

Remember, you can also shop the Museum Store by visiting [www.nytransitmuseumstore.com/](http://www.nytransitmuseumstore.com/). Shipping is free through June 18<sup>th</sup> on all orders of \$100.00 or more.

**ABOUT NEW YORK TRANSIT MUSEUM:**

The [New York Transit Museum](#) is the largest museum in the United States devoted to urban public transportation history and one of the premier institutions of its kind in the world. The Museum explores the development of the greater New York metropolitan region through the presentation of exhibitions, tours, educational programs and workshops dealing with the cultural, social and technological history of public transportation. Since its inception forty years ago, the Museum – which is housed in a historic 1936 IND subway station in Downtown Brooklyn – has grown in scope and popularity. As custodian and interpreter of the region’s extensive public transportation networks, the Museum strives to share through its public programs this rich and vibrant history with local, regional, and international audiences

**ABOUT INTERSECTION:**

Intersection is an urban innovation company that integrates data, connectivity, and media in public spaces to drive revenues, efficiencies, and better customer experiences for cities, citizens, and brands. The company creates ideas, products, and platforms at the convergence of digital and physical for transit agencies, retailers, advertisers, airports, and mixed-use real estate developments. Intersection is leading the consortium behind LinkNYC, the largest and fastest free public Wi-Fi network in the world. The company is owned by a group of investors led by Sidewalk Labs, an Alphabet company. Learn more at [www.intersection.com](http://www.intersection.com).

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