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## AMTRAK LAUNCHES MULTICULTURAL AD CAMPAIGN

Atlanta-based IMAGES USA selected as the railroad's  
multicultural advertising agency

WASHINGTON, DC & ATLANTA – Amtrak has named IMAGES USA, a multicultural marketing communications leader based in Atlanta, as the railroad's multicultural advertising agency of record for both its nationwide long distance service and its premium *Acela Express* service between Boston and Washington, DC. In addition to new creative development, IMAGES USA is also providing Amtrak with support for a full slate of marketing initiatives including promotions, special events and public relations.

IMAGES USA, which had previously worked with Amtrak on advertising for its routes in the Southeast, will launch two new campaigns in February – one for the long distance service and one for *Acela Express*. The new campaigns will target multicultural audiences via print, radio and online advertising in New York City, Chicago, Los Angeles, Washington and Miami.

“The importance of reaching diverse audiences is vital as we work to increase our ridership and revenue on all routes,” said Dawn Marcelle, Acting Vice President of Business Diversity and Strategic Initiatives for Amtrak. “We look forward to

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working with the team at IMAGES USA on outreach efforts in communities from coast-to-coast.”

The advertising campaign for Amtrak’s long distance service – “Welcome On Board” – encourages audiences to consider Amtrak when planning trips, especially family vacations. It will appear in African-American and Hispanic media outlets in New York City, Chicago, Los Angeles, and Washington, DC and also in Hispanic media outlets in Miami .

The *Acela Express* campaign will target the service’s top market -- business travelers-- through African-American and Hispanic business publications and radio stations.

“It is a pleasure to work with a client who is clearly committed to communicating to and building a relationship with America’s increasingly diverse consumer,” said Bob McNeil, founder and president of IMAGES USA. “I believe we have created exactly what Amtrak is looking for by delivering a compelling and thought-provoking campaign.”

### **About Amtrak**

Amtrak provides intercity passenger rail service to more than 500 destinations in 46 states on a 21,000-mile route system. For schedules, fares and information, passengers may call 800-USA-RAIL or visit [Amtrak.com](http://Amtrak.com).

### **About IMAGES USA**

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency’s client roster includes America Online (AOL), International Speedway Corporation, Cardinal Health, FedEx, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at [www.imagesusa.net](http://www.imagesusa.net).

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