



# NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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## INDUSTRY INFORMATION | INDUSTRY NOTICES

FOR IMMEDIATE RELEASE  
 Industry Notice #05-07  
 February 16, 2005

### DUAL PURPOSE NYC 2012/SAFETY STICKERS PROMOTE OLYMPIC SPIRIT AND SAFETY AWARENESS IN NEW YORK CITY TAXICABS

The New York City Taxi and Limousine Commission (TLC) is pleased to announce the approval of special stickers promoting Olympic spirit and pedestrian/bicycle safety for use in all medallion taxicabs in the City. The sticker is produced by NYC 2012, the organization behind the City's bid for the 2012 Olympics, and it highlights some smart suggestions for passengers, urging them to watch for bicyclists as they exit the taxicab. The sticker has been endorsed by Transportation Alternatives, a pedestrian and bicycle advocacy organization. The TLC's Board of Commissioners voted unanimously on January 24 to authorize the sticker's use.

The colorful and attractive stickers, printed on a clear, easy to both install and remove plastic material, promotes New York City's positive spirit as we look forward to the International Olympic Committee's (IOC) upcoming February 21 visit to New York City. The IOC will select the host city for the 2012 Olympics in July.

The stickers should be placed on the inside of each window in the rear compartment, maximizing their visibility to both passengers and passersby.

Stickers will be available, free of charge, through industry organizations and at the TLC's Woodside Safety and Emissions facility. Placement of the stickers is not mandatory, but is encouraged.