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**San Diego** – The Metropolitan Transit System (MTS) introduced the 40 winners of the annual Laptop Scholarship Contest at a ceremony at the 12th & Imperial Transit Center on Thursday, May 11. More than 165 students from 53 different high schools entered the contest.

The top 40 scoring students from 24 different high school campuses in San Diego County were awarded Dell-Inspiron 2-in-1 13.3" touch-screen laptop computers. Students in grades 9-12 were required to submit an advertising campaign strategy aimed at attracting new MTS Trolley and bus passengers. Students had to define a target audience, message strategy and create an original poster ad design with slogan. As a bonus, two of the advertisements will be displayed at an MTS bus shelter.

"These students are very creative. The advertising campaigns focused on important issues to San Diego transit such as helping the environment, realizing cost-savings and tourism promotion," said Harry Mathis, MTS board chair. "We appreciate the partnership with Coca-Cola and the San Diego County Office of Education to help promote this contest and make it a success. It's a great learning experience for the students."

The laptop scholarship contest is a long-standing event partnership between MTS, Coca-Cola Refreshments of San Diego and the San Diego County Office of Education. To be eligible to win, students had to be San Diego County residents and enrolled in a San Diego County high school.

Every weekday more than 300,000 passenger trips are taken on MTS bus and Trolley services in 10 cities and unincorporated areas of the county. In FY 2016, MTS served 92.6 million riders. For more information on how you can use public transportation and save money, go to [www.sdmts.com](http://www.sdmts.com).

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