

SBVC Collaborates with Metrolink in Back-To-School Campaign



Blue the Wolverine and several of their mascot friends are the stars of Metrolink's back-to-school campaign. The commercial was filmed November 15 at the Union Station in Los Angeles. "During the commercial school, Blue finally met some of the local mascots, including the mascot from our sister college, Ryker the Roadrunner," Aguilera said. "We're hoping all the local colleges and universities can collaborate again to remind students of this green- friendly resource." The feedback SBVC has received regarding the commercial has been "amazing," Aguilera added, and the college aims to work with Metrolink again around Earth Day to promote sustainability.

Metrolink Director of Communications Scott Johnson, a resident of San Bernardino, said the commuter rail system is "proud to be there for students, staff, and faculty of San Bernardino Valley College and the hundreds of other campuses our trains serve throughout Southern California. When we launched our fall back-to-school campaign, we wanted to find a fun and engaging way to collaborate with colleges and universities. Showcasing the school mascots doing what they do best and drumming up school spirit seemed like the perfect way to also promote riding the train to school."

College students, faculty, and staff can get free tickets and discounts when they sign up on the Metrolink app using their .edu emails. For more information, visit the Metrolink website at [metrolinktrains.com](https://www.metrolinktrains.com).