

## **New Name Unveiled for Harrisburg to Lancaster Proposed Rail Service**

At a news conference held today at the Elizabethtown Train Station, the Modern Transit Partnership (MTP) announced that the proposed rail line that has formerly been known as CORRIDORone between Harrisburg and Lancaster, has been renamed the “Capital Red Rose Corridor.”

Charles Miller of Willow Street, Lancaster County, provided the winning entry, receiving a check for \$1,000 courtesy of project sponsor R. S. Mowery & Sons, President of R. S. Mowery & Sons, Transit Partnership Board of Directors, with his prize. “I’m delighted to present this check to Mr. Miller,” Mr. Mowery stated. “It was a difficult choice, but ultimately, this name best serves the corridor that it represents.”

Selected from over 800 entries held earlier this year, Capital Red

**Capital  
Red Rose  
Corridor**

Rose Corridor applies only to the segment east of the Susquehanna River, to differentiate it from the entire corridor which extends across the river, all the way to Carlisle, Cumberland County. The new name was selected by a panel of judges which carefully reviewed all entries, concluding that this particular entry was the best moniker, uniting the two metropolitan areas that the rail system will initially serve.

“This new name immediately conjures an image of the area we intend to serve,” Dr. AB Shafaye, professor at Penn State Harrisburg, and a member of the judging panel told news conference attendees. “We’ve also kept the word ‘corridor’ to make the transition to a new name a little easier.”

John Ward, President of the MTP added, “By selecting a new name for this corridor, we can establish a brand for this particular line. The panel of judges looked for a name that would provide a baseline for branding of future corridors as rail service grows throughout south central Pennsylvania. It will enable us to differentiate branding for the various corridors so it will be more easily understood by the customer.”

As implementation of service becomes closer to reality, a marketing campaign will be launched to create a new logo and promote the service throughout the region.

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717-238-2400  
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