

# PRESS RELEASE

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## **Arriva celebrates Her Majesty's 90<sup>th</sup> birthday with four special royal carriages**

Today is the Queen's 90<sup>th</sup> Birthday, and Arriva North West and Wales is marking this extraordinary milestone by decorating four buses across the North West and Wales regions with a special commemorative livery.

Two Arriva buses, covering Merseyside and Manchester areas, feature a full Union Jack wrap. And in Wales, two of Arriva Bus Wales Sapphire fleet have specially-adapted side signage with the same message in both Welsh and English.

The buses go on the road today and are expected to stay in circulation until October, whilst the full celebration calendar rolls out.

Additionally, Arriva will be offering some special offers to coincide with key dates in the celebration calendar. Today, there is a 'flash sale' promoting 90p of any of Arriva's day m-tickets, which can be purchased via their dedicated app. The promotions will be repeated in May and June. Both later ones will also feature a competition to win a Kindle by passengers sending in their stories on how they use their celebration M-tickets. Further details are on the Arriva website.

Marketing Director Mark Bosworth commented "Naturally we're delighted to be marking Her Majesty's 90<sup>th</sup> birthday with these striking bus liveries. If the Queen were to visit our region during the celebrations, we can think of no better way for her to get around. We also wanted to offer a birthday present for all bus travellers and we chose our m-tickets as they are a really simple, cashless way to travel giving everyone more time to enjoy a good day out."



Further details - <https://www.arrivabus.co.uk/queen90/>

**Ends**

