

PRESS RELEASE

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Mexican Get-Away for Arriva Winner

Congratulations to Mark Osborne of Wrexham who is now busy planning a holiday to Mexico after winning the Arriva Advent-ure competition. Announced on Christmas Day the £2,500 holiday prize, was just one of many prizes won by Arriva passengers everyday throughout December.

The festive competition which launched on 1st December and ran until Christmas Eve encouraged Arriva customers to enter their bus ticket number online to reveal a prize behind the Arriva advent calendar windows. Tablets, Fitbits, cameras, and TV's were all up for grabs, and even those who weren't lucky enough to win were gifted with discounts on their next journey with Arriva.

All daily entrants were then placed into a prize draw for the chance to win the top holiday prize, with the winner announced on Christmas Day. The £2,500 holiday voucher courtesy of On the Beach is redeemable for any destination from On the Beach's extensive portfolio of locations.

The campaign is part of an ongoing promotion to inform people of the benefits of travelling by bus. With an extensive network in the North West and Wales, Arriva can get you closer to where you need to be whilst avoiding high parking prices. Plus, taking the bus provides you with extra 'me-time' to catch up on your emails or your favourite book in the knowledge that someone else is doing the driving.

Julie Linforth, Regional Marketing Director says, 'December is one of our busiest times for us and we wanted to reward our customers, after all who doesn't want an extra present over Christmas! It was great to team up with On the Beach and with our eye-catching creative and an interactive website the competition gave a little extra festive cheer - overall a great success!'



Winner Mark says, 'I entered the Arriva Advent competition after riding the No1 bus from the Red Lion Marford to Wrexham for a Christmas party. I could not believe my luck when I found out I won a holiday on Christmas Day! I am planning to go to Mexico later in the year with my wife Tracey'.

Ends

