

PRESS RELEASE

Arriva Southern Counties

7th July 2015

Arriva celebrates Catch the Bus Week alongside Southend MP

Conservative MP for Southend West, Sir David Amess, joined the team from Arriva Southern Counties to celebrate the third annual Catch the Bus Week on Friday.

Running from 29th June to 5th July, Catch the Bus Week is an industry-wide initiative being supported by sustainable transport group Greener Journeys, which urges people to try using the bus instead of their car for certain journeys.

Donning their giant green promotional foam hands, the group were actively promoting the social, economic and environmental benefits of bus usage to passengers from across all walks of life.

Glen Shuttleworth, Head of Operations for Arriva Southern Counties, said: "From students, to parents, day-trippers to daily commuters, the bus is at the heart of daily life for many people, but we can all sometimes be guilty of taking it for granted, and Catch the Bus Week aims change that.

"Remember when you were a child, and riding on the top deck was exciting? Well, it still can be! Only, as adults, we can appreciate it so much more - knowing that we can save money, cut out some of the traffic, and protect the environment by opting to use the bus. Think of how much of the world you're missing from behind the wheel of the car. Buses can give you that freedom back. Wherever your life takes you, whatever your journey, we can get you there."

Sir Amess added: "Catch the Bus Week is a fantastic way to raise awareness of the benefits of taking the bus and I thoroughly enjoyed meeting with representatives from Arriva to discuss it. This year was the most successful Catch the Bus Week so far and I hope to see the campaign



grow from strength to strength in the near future as more and more people realise the potential of the bus.”

For more information about Catch the Bus Week visit www.catchthebusweek.co.uk.

To find out more about Arriva The Shires and the services it runs, please log on to www.arrivabus.co.uk/south-east .

Ends.

For further press information and images please contact:

Eve Marie Ginever

PR & Communications Manager

07920 415 277

ginevere@arriva.co.uk

For media enquiries outside of office hours, Arriva can be contacted via its 24-hour media pager service on 0762 392 0615.

Notes to Editors

Arriva UK Bus is part of Arriva plc, one of the largest passenger transport providers in Europe, employing some 54,500 people and delivering more than 2.2 billion passenger journeys across 14 European countries every year. It is currently operates a fleet of some 5,900 vehicles in the UK alone, providing services in the North East, North West and South East of England, Yorkshire, the Midlands and Wales.

In addition to the Arriva-branded networks, it also operates locally branded bus services including Hinckleybus, Yorkshire Tiger, Network Colchester and Green Line, which provides regular coach services between central London and the Home Counties.

In 2010, Arriva was acquired by Deutsche Bahn, and is now responsible for the growth and development of all Deutsche Bahn's regional passenger transport outside of Germany.

