

PRESS RELEASE

Arriva Southern Counties

13th August 2015

All Aboard! Arriva UK Bus Celebrates £3m Investment

Transport services in Kent have been injected with a massive financial boost following a £3million investment in Arriva UK Bus.

Arriva UK is part of the Arriva group, a leading pan-European public transport operator that runs a range of transport services including buses, trains, coaches, waterbuses and airport-related transport services.

The business recently celebrated the launch of 21 brand new Fastrack buses for the South East region with a fun family open day with the help of Sunshine Events, the UK's leading corporate events equipment hire company.

The event invited members of the public to find out more information about the services on offer as well as promote the flagship Sapphire 480/490 service that has just gone 24/7.

Thousands of people attended, including representatives from Arriva and its partners including Kent County Council.

Brian Drury, Service Quality Director, Arriva Southern Counties, said:

“The launch of our new buses and improved Sapphire service was a real success. It’s nice to have a launch event that’s not only attended by our partners, but also by the people who use our services – our customers. We have had some really positive feedback from people who attended the event and members of the public have posted some very positive comments about the day on our Facebook page. Thanks to the fun experts from Sunshine Events the day went without a hitch and we will certainly be organising this type of event again in the future.”



Lancashire-based Sunshine Events supplied a comprehensive range of beach-themed equipment hire that was enjoyed by all including deckchairs for seating, Traditional Side Stalls, Popcorn Cart, and a Seaside Photo Peep Board which made excellent photo opportunities.

Both adults and children alike had fun galore trying to climb up and sit in the Giant Deckchair and prizes were given for everyone that stepped up to play the Hook a Duck Stall.

Sunny Sandwell, Director of Fun at Sunshine Events, added:

“We were delighted when Arriva came to us to help them organise such a large scale event. Public transport lies at the core of the community and we share many of the firm’s values; to deliver a high quality of service nationwide. It’s great to hear that so many people had a fun day, you can always count on the Fun Experts for an entertaining ride!”

As the UK’s leading national supplier and owner of corporate family fun days, Sunshine Events have worked with many big-named UK brands such as eBay, Google, BBC and Tesco.

This latest event follows a successful 12 months for Sunshine Events who were “Tourism and Leisure Business of the Year” Finalists at Lancashire Business View’s Red Rose Awards 2015.

Ends.

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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.

