

# PRESS RELEASE

## Arriva Midlands & Shires

18<sup>th</sup> November 2016

### **Grab a bargain and enjoy 2 for 1 travel in Milton Keynes with Arriva buses this Black Friday weekend**

Arriva is offering the chance to travel around Milton Keynes with a friend for free with its 2 for 1 day ticket offer this Black Friday weekend.

Friends and family can enjoy a day out and about in MK from Friday 25 November to Sunday 27 November for less using the special offer on Day Saver m-tickets.

With this latest offer Arriva is hoping to encourage people to switch from their usual form of transport and experience the comforts of bus travel, including relaxed seating, bus tracking on your phone, personalised timetables available on the Arriva app, and free Wi-Fi on certain routes.

Arriva area managing director (Shires), Maq Alibhai, said: “This offer allows more people to travel around Milton Keynes with friends for free and perhaps experience an Arriva bus for the first time.

“It’s a great time of year to get on the bus and avoid the overcrowded and costly car parks and traffic jams – as everyone takes to the roads in the run up to Christmas.”

Mr Alibhai said the ticket was designed to alleviate the stress of travel on a very busy weekend and was simple and easy to use.

“With the m-ticket you don’t need to print anything out and there is no change required – your ticket is literally in the palm of your hand.”



To enjoy the offer simply download the Arriva m-ticket app (available for android devices and iphones) and purchase the Bank Holiday 2 for 1 day ticket\* in advance. You can then activate it before travelling and present it to the driver when you board.

To make the journey even easier customers can also take advantage of the Arriva travel app, which enables them to identify the nearest bus stop, the time of the next bus and which bus to catch to reach their chosen destination. Downloaders of the app can also receive real time updates to avoid waiting around and ensuring they maximise every moment of their day.

\*Limited to one purchase per handset

For more information services and timetables, either download the free Arriva Bus App via the Apple Store or Google Play, or visit [www.arrivabus.co.uk/midlands](http://www.arrivabus.co.uk/midlands)

**Ends.**

**For further press information and images please contact:**

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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 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.

