

Press Release

21 September 2010

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REDDITCH FOOTBALLERS ENJOY NEW STRIP AND NEW SPONSOR

A Redditch-based youth football team has unveiled their new kit and a new sponsor for the 2010/11 season.

Feckenham Juniors Under 11s, who play in the Central Warwickshire Youth League, are now sponsored by CrossCountry trains – one the UK's most extensive rail franchises. Feckenham's revamped blue and yellow strip now features the CrossCountry logo and website address on the front and rear of the boy's shirts.

Feckenham Juniors Co-Manager Matt Clifford, said; "Grass roots football needs as much financial support as it can get so it's great that CrossCountry has decided to sponsor us and pay for the boy's new kit. We hope we can do them proud and we've already started the season with a few impressive victories. We'd like to thank CrossCountry once again for their support. It means a lot to everyone at the club – especially the lads."

Stuart Henry, CrossCountry's External Relations Manager added: "We're delighted to be linking up with Feckenham Juniors. The club does a tremendous amount of work to get kids involved in football so via our community relations programme we felt it was a perfect match. We wish the boys all the best for the rest of the season and fingers crossed it ends in some silverware."

ENDS

Please find notes to Editors, CrossCountry facts and figures below.
For more information feel free to contact us on 0121 2006115 or by email to
communications@crosscountrytrains.co.uk

Notes to editors

Pictured are players from Feckenham Juniors wearing their new kit

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to www.crosscountrytrains.co.uk

CrossCountry is part of the Arriva group, which is owned by Deutsche Bahn. Arriva is a leading pan-European public transport operators with more than 42,000 employees and operations across 12 European countries. The link to Arriva is <http://www.arriva.co.uk>. The link to Deutsche Bahn is <http://www.deutschebahn.com>

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CrossCountry facts and figures:

STATIONS SERVED: 118

ROUTE MILES: 1,478

WEEKDAY SERVICES: 295

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,600

LONGEST TRAIN SERVICE: 08.20 Aberdeen to Penzance (774 miles)