



Press Release

13 March 2009

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CROSSCOUNTRY UNVEIL RED NOSE DAY SPECIAL TRAIN

CrossCountry is harnessing its position as Britain's 'national' rail company by running a 'Red Nose Special' to advertise the BBC's 2009 Comic Relief appeal.

The High Speed Train (HST), which is a normal passenger service traveling almost 1000 miles from York to Plymouth and back to Edinburgh, features a giant red nose together with the Comic Relief website address, rednoseday.com to encourage people to go online and make a donation. CrossCountry staff will also be traveling onboard throughout the day collecting donations from passengers.

David Watkin, CrossCountry's Commercial Director said; "Following a suggestion from one of our employees, we wanted to contribute and show our support for Comic Relief this year. We therefore hope our Red Nose Special will help create more awareness and bring further donations for the appeal. As ever, our employees have been excellent and are also taking part in helping to collect donations on the train."

David added: "Red Nose Day is all about doing something funny to raise money for people all over the UK and other countries. As our trains run from one end of Britain to the other, we thought it a bit of fun and a great advert for this important event to stick a red nose on our train."

ENDS

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

Notes to editors

CrossCountry's Red Nose Special will be stopping at the following key stations on Friday 13 March:

SOUTHBOUND

YORK: 06:32
LEEDS: 07:05
BIRMINGHAM NEW STREET: 09:12
BRISTOL TEMPLE MEADS: 10:41
EXETER ST DAVIDS: 11:46
PLYMOUTH: 12:56

NORTHBOUND

PLYMOUTH: 13:21
EXETER ST DAVIDS: 14:23
BRISTOL TEMPLE MEADS: 15:30
BIRMINGHAM NEW STREET: 17:03
SHEFFIELD: 18:18
LEEDS: 19:05
YORK: 19:30
NEWCASTLE: 20:28
EDINBURGH: 22:22

- Attached are photographs of CrossCountry's Red Nose Day Special and staff volunteers
- At the end of the day, the train will have travelled 924 miles across Britain's rail network
- 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 crosscountrytrains.co.uk
- CrossCountry is part of the Arriva group which operates transport services in twelve European countries, employs more than 40,000 people and provides more than one billion passenger journeys every year. For more information about the Arriva group visit www.arriva.co.uk