



News release

For immediate release

Christmas Cracker of a rail sale!

Merseytravel and Merseyrail are lining up a 'cracker' of a promotion in the run up to Christmas with a festive flat return fare on Merseyrail of just £1.

The aim of the deal, operating on Northern and Wirral Merseyrail Lines only this year, is to set tills ringing in town centres across the region and bring Christmas cheer to thousands people.

Tens of thousands of people took advantage of last year's Christmas Cracker, which runs every Thursday evening (for late night shopping) in the six-week run up to Christmas – beginning on Thursday 19th November and running to Christmas Eve.

It also runs all day every Sunday during December until Christmas – from 6th December until December 20th.

The annual Christmas gift to rail customers, now in its 15th year, also gives a seasonal boost to the region's economy and helps reduce traffic congestion in urban centres.

Councillor Mark Dowd, Chair of Merseytravel, said: "By offering cut price travel during the busy Christmas period we hope to encourage more visitors to our major centres."

Councillor Chris Blakeley, Chair of Merseytravel's Rail Services Committee, said: "Merseyrail is an invaluable part of our transport network and we want to encourage more people to use rail travel for all of their journeys. We hope this helps them save them some money in some small way."

Bart Schmeink, Managing Director of Merseyrail, added: "We are keen to show the people of Merseyside and beyond that using the train to get to city and town centres is an excellent way to avoid traffic jams and parking problems. The Christmas Cracker promotion will hopefully encourage even more people to leave their cars behind and use Merseyrail to get to the shops."

Tickets go on sale at Merseyrail Wirral and Northern line stations from 4pm every Thursday, except at Liverpool city centre stations where they will go on sale from 6pm, as well as all day on Sundays in December until Christmas.

This year the offer is only valid on Merseyrail's Wirral and Northern Lines within the Merseyside boundary.

The £1 return flat fare extends to stations as far as Southport, Ormskirk, Kirkby, West Kirby, New Brighton, Ellesmere Port, Chester and Liverpool city centre stations.

The offer means customers can travel from Southport to Chester and back for just £1.

A total of 31 Merseyrail stations currently offer free park and ride facilities.

In addition to this deal, Merseyrail will be running their own "Family for a Fiver" ticket deal on the Wirral and Northern Lines only, starting Monday November 30th and running until Wednesday 30th Dec.

A return journey for two adults and up to three children will be £5 on Monday, Tuesday and Wednesday evenings from 3pm.

Tickets are available from staffed stations only.

Any queries about the Family for Fiver deal should be directed to Merseyrail Electrics Customer Care Team on 0151 702 2071

Ends

**For more information contact Merseytravel Press Office
Tel: 0151 330 1151**