



GREAT CENTRAL RAILWAY
LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

Date: 19 APRIL 2011

GREAT EASTER SALE!
Families can feast on cut prices fares this Easter at the GCR

Friday 22 April 2011 to Monday 25 April 2011

Families are in for a great treat this Easter - two adults and up to three children can ride all day for just £20 and enjoy lots of free activities.

“We really hope families will take advantage of our heavily discounted prices this weekend.” said Kate Tilley, Marketing Manager at the Great Central Railway. **“With many other attractions raising their admission prices at Easter, and given the economy, we decided to slash ours”**, continued Kate. **“We have also included lots of free activities, making for a fantastic, fun, and above all cheap day out for all the family”**

Children can take part in an eggciting Easter egg hunt with the prize of a family ticket for the GCR's Fireman Sam event in May. Families are also invited to meet the Easter Bunny on the Easter Bunny Express; he will be giving out free mini eggs to all the boys and girls. Visitors are also invited to visit the miniature garden railway at Rothley - there are hidden eggs to spot! There will also be free face painting and the chance to meet Stanley Steam Engine, the big red locomotive. There will also be a small display of vintage traction engines at Quorn.

Mums and Dads have not been left out – they are invited to drive a diesel loco for just £10 on Friday, Saturday, Sunday and Monday.

FARES: 2 ADULTS AND UP TO 3 CHILDREN, £20
1 ADULT AND UP TO 3 CHILDREN, £12
UNDER 5'S TRAVEL FREE OF CHARGE!

ENDS. WORDS 274

FURTHER INFORMATION:

Details on the above and all forthcoming events can be found on the Great Central Railway's extensive website: www.gcrailway.co.uk
Additional information can also be obtained from the Booking Office,



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Loughborough Central Station, (Daily 9.00 - 5.30) on 01509 230726

NOTES

Voted number 12 on the list of the 50 greatest railway journeys in the world the

Great Central Railway is the UK's only double track, main line heritage railway.

It's the only place in the world where full size steam engines can be seen passing each other – just as it was when steam ruled the rails. The preserved railway celebrated its 40th anniversary in 2009, and is manned by around 700 volunteers and a small team of permanent staff. Preservation of this section of the Great Central Railway began in 1969. The route was originally part of a main line from Sheffield to London. The 8 mile preserved section between Loughborough and

Leicester is fully operational and the 4 stations reflect a different period of the railways 111 year history. Around 100,000 visitors a year come to the railway from all over the world.

Trains run every weekend of the year, bank holidays and daily in the summer. In addition, First Class Restaurant Car Services provide famous dining experiences course, whilst passengers travel between Loughborough and Leicester. Childhood engine driver dreams can come true with a Drive a Train Experience. We also run a number of family events, including Santa Specials.

The railway has won a number of awards including "independent railway of the year", and a gold award for the East Midlands best visitor experience and is a quality assured visitor attraction as designated by Enjoy England.