



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

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Contact: **Kate Tilley, Marketing Manager: 07515 596835**
Richard Patching, Commercial Manager: 07515 597055
Great Central Railway

PRESS RELEASE

Great Central Railway takes first Santa Special bookings

Christmas is coming and there's not a moment to lose! That's the message from families visiting the Great Central Railway who have already booked their seats on the line's annual Santa Special trains.

Marketing Manager Kate Tilley said, "**The first booking for a Santa trains seems to get earlier each year. It might be Summer holiday season but it seems some people are already getting their festive plans together.**"

Despite the ferociously cold weather which swept across Britain in December 2010, the Santa Special season at the Great Central Railway was a record breaker. A heroic effort by everyone at the railway meant not a single train was cancelled.

Kate continued, "**Planning for Santa is like a military operation. This year we have added extra trains as we expect event more demand so the man in red will be very busy indeed!**"

The award winning Santa Special trains can be booked on line at www.gcrailway.co.uk and click on special events

ENDS
WORDS 168

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, 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



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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.