



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

Celebrating 40 years of preservation in 2009

Date: 2nd November 2009

Contacts: Kate Tilley (on behalf of Great Central Railway)
Tel: 07515 596835

DINNER, BED, BREAKFAST AND MURDER!

GCR teams up with Imago at Burleigh Court Hotel to promote stay and dine deal on murder mystery trains

Finding somewhere to stay in Charnwood can be murder - literally! The award winning Great Central Railway and leading conference venue and four star hotel, imago at Burleigh Court have joined forces to promote a new tourism deal which is already bringing more visitors to the area.

The heritage railway is now selling places on its popular murder mystery first class dining train in conjunction with an overnight stay with imago at Burleigh Court, the four star hotel based at Loughborough University. The first joint venture on Friday 30th of October proved so successful it sold out in minutes of being advertised.

Kate Tilley from the Great Central Railway said, "**We're very pleased to have introduced this new partnership. imago at Burleigh Court Hotel is the perfect high quality business to go with our first class dining trains. Clearly it's already popular, and that's good not just for our two businesses but for the area as a whole. It brings more people into Charnwood giving the economy a boost.**"

Kay England, Chief Executive of imago at Burleigh Court and its conference venue Holywell Park, said "**The success of our partnership has already been proven by the incredibly fast take up of tickets for our first event. The Murder Mystery train is a great way of celebrating the heritage steam trains operated by the Great Central Railway and our involvement adds some extra luxury. We're looking forward to welcoming all of the budding detectives through our doors!**"

The Murder Mystery train operates several times a year on the Great Central Railway. For the first joint promotion the theme was "I Spy Murder" with dinner



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

guests invited to solve a tale of espionage from the height of the cold war! Other themes include "Murder on the Loughborough Express" and "the Black Mail". Up to eighty four dinner guests have a five course meal to enjoy, not to mention a return trip on a heritage steam train, while they crack the "Who Dunit?" performed by local actors.

After the case is solved, transfers back to the hotel are included, as is the overnight luxury stay and a full English breakfast in the morning. The total package deal per person is £89.50

The hotel and railway are also promoting a stay and dine deal on Saturday nights. To find out more about imago visit www.welcometoimago.com, call 0845 036 4624 or follow us on Twitter at @imagoLboro.

ENDS
WORDS 426

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 has been operating for over 36 years, 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 10 year history.

Trains run every weekend of the year, bank holidays and daily in the summer. In addition, First Class Restaurant Car Services provide 4 or 6 course meals, whilst travelling between Loughborough and Leicester or childhood dreams can come true with a Drive a Train Experience. We also run a number of family events, including "Days Out with Thomas the Tank Engine", Bonfire Night and 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.

About imago:

Launched in 2003, imago based at Loughborough University in Leicestershire offers outstanding meeting and conference venues, four star accommodations and catering and the UK's most extensive sport and leisure facilities. imago is comprised of three award winning locations:

imago at Burleigh Court - A first-class international conference centre

imago at Holywell Park - A versatile day conference centre

BRITAIN'S ONLY DOUBLE TRACK, MAIN LINE HERITAGE RAILWAY
Great Central Railway, Great Central Road, Loughborough, Leicestershire, LE11 1RW
Tel: (01509) 230726 Fax: (01509) 239791



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

imago at Loughborough - Loughborough University's extensive conference and sports facilities

imago is located one mile from junction 23 of the M1, eight miles from Nottingham East Midlands International Airport and three miles from Loughborough mainline station.