

NEWS RELEASE: 3rd DECEMBER 2019

KIDS TRAVEL FREE ON BUSES EVERY SATURDAY UNTIL CHRISTMAS

- Children under 16 travel free with a fare paying adult or concession pass holder every Saturday until Christmas
- Valid across the Plymouth Citybus network on Saturday 7th, 14th and 21st December 2019
- The offer support Plymouth Citybus' efforts to promote shopping locally and reduce Christmas congestion

Plymouth Citybus is getting into the festive spirit by allowing children under 16 to travel for free across its network every Saturday until Christmas.

The offer will help families save more at a time of year when money really matters, as the cost of the popular Kidd Add-On product from Plymouth Citybus is waived every Saturday in a bid to help parents in the lead up to Christmas.

A maximum of 3 children under 16 can travel free of charge with any fare paying adult or concession pass holder on Saturday 7th, Saturday 14th and Saturday 21st December 2019.

Plymouth Citybus, recently named Bus Operator of the Year at the National Transport Awards, hopes the offer will help reduce weekend Christmas shopping congestion around the city centre, improving air quality, and promote shopping locally, boosting Plymouth's high streets.

Mark Collins, Head of Commercial and Marketing, Plymouth Citybus, said: "Plymouth has a lot to offer this Christmas. This year we have a fantastic Christmas market in the city centre, penguin and polar bear trails, plus great Christmas lights on display in the evenings.

"It's important that we support local businesses and we hope this offer will encourage families to get out and explore their local high street. Crucially, it will also help reduce congestion – a full double deck bus can take 75 cars off the road.

"Children can travel free with concession pass holders too, so grandparents can take their grandchildren out and enjoy completely free bus travel. Parents with weekly or monthly tickets can take their children out on Saturdays for no extra cost."

Plymouth Citybus also offered free travel all day across Plymouth for children in school uniform to celebrate the unveiling of the Nancy Astor statue on Thursday 28th November – with 2,200 taking advantage of this great offer.

Adults must travel with the children at all times for the offer to be valid. Tickets will be issued by the driver and must be scanned each time the bus is boarded. The offer may be withdrawn without prior notice.

ENDS

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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EDITOR NOTES

- Plymouth Citybus carries over 16.5 million passengers a year in and around Plymouth's travel to work area
- Plymouth Citybus employs 559 team members based at its Milehouse Depot
- Plymouth Citybus is accredited Investors in People Gold and was announced Bus Operator of the Year at the 2019 National Transport Awards