**Friday 13 May**

**Virgin Trains wins at Marketing Week Awards**

Virgin Trains has scooped a second award for its partnership with Festival No. 6 – this time at the Marketing Week Awards 2016.

The train operator came top in the ‘Branded Experiences’ category, for creating a brilliant experience with a number of activities that built both the Virgin Trains and Festival No. 6 brands.

As official travel partner of the festival, Virgin Trains began their activities at Crewe station, ensuring their personality and that of Festival No. 6 shone through the entire weekend of the festival.

Virgin Trains’ activity included the No. 6 Express (an exclusive train for festival-goers from Crewe to Bangor with entertainment and accreditation); and the Virgin Trains “Village Limits” area, which featured a floating dance floor with a line-up of acclaimed DJs including Bondax and Jon Da Silva arranged in collaboration with the organisers of Festival No. 6.

Festival-goers were offered exclusive priority fares on Virgin Trains services up to nine months in advance of travel, which was an industry first.

Adrian Varma, Head of Regional Marketing at Virgin Trains on the west coast, said: “As sponsors of Festival Number Six for the second time, we were keen to deliver something extraordinary that stood out, yet reflected Virgin Trains’ personality. Festival-goers enjoyed the unforgettable and unique experience we created and we’re delighted to have been recognised for this once again.”

The award comes five months after Virgin Trains received the ‘Best Brand Activation’ award at the UK Festival Awards for its activity that complimented Festival No. 6.

ENDS

**About Virgin Trains**

Stagecoach and Virgin are working in partnership to operate the East Coast and West Coast inter-city routes under the Virgin Trains brand. Together, they are on track to revolutionise rail travel across the UK.

The combined network connects some of the nation’s most iconic destinations including Glasgow, Liverpool, Birmingham, Manchester, Edinburgh, Newcastle, Leeds, York and London.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. Customers consistently rate Virgin Trains as one of the top long-distance rail franchise operators in the National Rail Passenger Survey (NRPS) commissioned by industry watchdog, Transport Focus.

On the East Coast route, £140m is being invested to create a more personalised travel experience. This includes a major fleet revamp, smarter stations and exciting new routes. From May 2016, there will be 42 additional services (22,000 extra seats) per week between Edinburgh and London. 2018 will see the introduction of completely new Azuma trains being built in the UK by Hitachi.

The West Coast route has a proud record of challenging the status quo - from introducing tilting Pendolino trains, to a pioneering automated delay repay scheme and becoming the first franchised rail operator to offer m-Tickets for all ticket types.

Visit the Virgin Trains Media Room - [www.virgintrains.co.uk/mediaroom](http://www.virgintrains.co.uk/mediaroom) - for the latest news, images and videos. Subscribe [here](http://www.mynewsdesk.com/follow/47939) for regular news from Virgin Trains.

Press Office: 0845 000 3333.