**Issued on behalf of Stena Line**

**June 16, 2015**

**GET YOUR SWEDE ON WITH STENA LINE**

Leading ferry company Stena Line are celebrating all things Swedish and to give customers a taste of the beautiful Scandinavian country, they have organised a range of themed events, promotions and competitions onboard.

Holidaymakers can win a **£2,000** home makeover from Ikea by simply booking their journey by June 30\* and once onboard they can choose from a range of fun things to do including showings of the much loved film *Mamma Mia* in the cinema which features songs from renowned Swedish pop group ABBA.

Customers can indulge in some delicious Swedish food such as an open Prawn sandwich for only £6.95 or traditional Swedish ‘Fika’ which is coffee and cake, for only £2.90.

There will be lots of laughs guaranteed as customers are encouraged to search for the Viking Gnome hidden somewhere on the ship. Once they find him all they need to do is take a ‘Gnome & Me selfie’, share on Facebook and Twitter using the hashtag #ItsASwedishThing and they will be entered into a draw to win a free trip by car. What’s more, when customers spend £10 or more onboard they will be also be entered into a prize draw for a free trip by car or some Swedish goodies.

Orla Noonan, Head of Travel at Stena Line said:

“Now is the perfect time to embark on a journey with Stena Line as there are so many fun, exciting things for customers to get involved in. People will have the chance to sample traditional Swedish food as well as try to find the elusive ‘Viking Gnome’ who will be hiding somewhere onboard.

“Whether you are travelling with friends, family or just your other half, there will be something for everyone and once onboard you can take advantage of stress-free travel and as there are no baggage restrictions or charges you can bring all the comforts of home.

“There is also no need to worry about long queues at check-in and there are plenty of places to explore onboard, cabins to relax in and fabulous dining options. Shoppers can also take advantage of 50% off hundreds of quality lines compared to the High street in the onboard shop,” added Orla.

For more information go to [www.stenaline.co.uk/get-your-swede-on](http://www.stenaline.co.uk/get-your-swede-on) or call Stena Line direct on 08447 70 70 70.

\*For travel until the end of the year.

**MEDIA ENQUIRIES: For further information, please contact Bronagh Cobain of Duffy Rafferty Communications on 028 9073 0880**