**Issued on behalf of Stena Line**

**November 10, 2015**

***HO HO GO* WITH SANTA LINE THIS CHRISTMAS**

*Leading ferry company changes its name for the festive season*

IRELAND’S leading ferry company, Stena Line, is getting a Christmas makeover this year complete with a historic name change to ***Santa Line*** – what else! - across its European Network. Not only that, they are introducing a festive app which customers can use to win prizes as they journey across the Irish Sea.

As passengers ***Ho Ho Go*** to their festive destinations in Britain to pull a cracker with a friend, enjoy a glass of Christmas cheer at their ‘local’ or feast on a turkey dinner with the family, ***Santa Line*** will ensure their journey is a jolly one, full of fun.

“Anyone planning a journey between Ireland and Britain this Christmas should look no further than ***Santa Line*** where festive cheer and relaxation will be the order of the day”, said Stena Line’s Orla Noonan,Head of Travel, Irish Sea.

Orla continued: “***Santa Line*** really does put the Ho Ho Go into Christmas with great value fares from as little as **€89**\* single for car and driver and the widest choice of routes and sailings on the Irish Sea. And as there are no baggage restrictions you can bring all the gifts you want with you in your car.”

For those who are always last minute present buyers, Stena Line’s onboard shop offers huge savings of up to **50%\*** off across lots of quality lines when compared to the high street including cosmetics, perfumes and aftershaves.

“There are a wide range of much loved brands available in the onboard shop including Molton Brown, Paco Rabanne, Prada, Ralph Lauren, Victor & Rolf and Yves Saint Laurent as well as great deals on jewellery and handbags – everyone and every age is catered for,” said Orla.

Orla continued: “Airports at Christmas are synonymous with fun-sapping queues, followed by a journey in a confining seat which can be stressful, especially when travelling with kids. Our customers, however enjoy a quick check in process, lots of space to relax or explore as well as great onboard entertainment that even Santa himself would love.

“The fun continues onboard with delicious dining options, free festive movies and WiFi and other onboard activities. Kids will love our brand new Christmas Treasure Hunt, they simply need to download the ‘Stena Line Treasure Hunt’ app, then find the Christmas gifts onboard before collecting their prize in the onboard shop.

“Our sailings are filling up fast so Ho Ho Go to our website as soon as possible to get the times and dates you prefer,” Orla concluded.

For more information or to book your very own Santa Line trip log onto [www.stenaline.](http://www.stenaline.)ie or <https://www.facebook.com/StenaLineUKIE/> or call 01 204 77 77. Follow Stena Line on Twitter **@StenaLineIE**

\*Applies to cosmetics, perfume and aftershave and excludes electricals.

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