**ISSUED ON BEHALF OF STENA LINE**

**December 17, 2013**

**WEAR YOUR FESTIVE JUMPER AND HELP RAISE CASH**

STENA Line is encouraging customers to get into the festive spirit on December 20 and 21 by wearing their fun and festive Christmas jumpers to help raise funds for a *ferry* special cause.

For every passenger travelling on the Holyhead to Dublin Port and Dun Laoghaire routes and Fishguard to Rosslare route on December 20 and 21 that pulls on a festive jumper, the big hearted ferry company will make a donation to Save the Children - an international children’s charity which supports both emergency and long-term relief and development projects around the world.

And in a move that will further boost the amount donated the *ferry* generous company is including all five of its Irish Sea routes in the fun activity also planned for the same dates, December 20 and 21.

To add to the festivities Stena Line is giving away prizes for the best to the worst, the loudest to the brightest jumpers plus every passenger will benefit from the great onboard discounts in the ferry company’s bigger and better onboard shop which offers discounts of up to 40% when compared to the high street.

Stena Line’s Head of Communications and PR, Diane Poole OBE is encouraging customers to get involved, “Following on from the success of Save the Children’s Christmas Jumper Day on December 13 we decided to get into the festive spirit and help raise money by organising our very own woolly jumper day in their honour.

“We are asking our customers to join in the fun and wear their jumpers again on December 20 and 21. It doesn’t matter whether it’s homemade or shop bought - we want to see as many of our customers along with staff, wear their jumpers with pride and help us to raise funds for Save the Children and hopefully have a bit of fun along the way.”

Stena Line is supporting Save the Children’s Christmas Jumper Day appeal and you can make a £1 donation by texting WOOLLY to 70050. To make an alternative donation visit [www.savethechildren.org.uk/christmas-jumper-day](http://www.savethechildren.org.uk/christmas-jumper-day) for further information.

But hurry as some sailings are already full, however there is availability on selected Stena Line sailings for those still to book. Log onto [www.stenaline.co.uk](http://www.stenaline.co.uk), call 08447 70 70 70 or visit your local Stena Line office or travel agent for details of the latest great-value festive fares.

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**Media Enquries: For further information please contact Michael McCrory of Duffy Rafferty Communications on 028 9073 0880.**