**ISSUED ON BEHALF OF STENA LINE**

**March 14, 2018**

**STENA LINE RULES THE *WAVES* WITH NEW RADIO SPONSORSHIP**

IT’S all aboard from breakfast time to drive time as Northern Ireland’s leading ferry company Stena Line, takes to the airwaves as the official sponsor of Cool FM’s Breakfast Show ***Pete Snodden In The Morning*** and Downtown Radio’s ***Downtown Drive.***

***Pete Snodden In The Morning*** which airs weekdays from 6:00AM – 10:00AM is now Northern Ireland’s largest commercial radio show with over 293,000 listeners tuning in to Pete, Paulo and Rebecca every week and Stena Line has been its key sponsor for almost 10 years.

Not content with just supporting the early risers, Stena Line has also announced a new sponsorship of Downtown Radio’s ***Downtown Drive*** show.

Hosted by Neal McClelland, ***Downtown Drive***, airs from 4:00PM – 7:00PM weekdays and reaches over 99,000 listeners each week, keeping commuters entertained and up to date with traffic and travel during their journey home.

Orla Noonan Travel Commercial Manager Irish Sea North at Stena Line said:

“We’re delighted to announce our brand new partnership with Downtown Radio, as sponsors of ***Downtown Drive***. As well as helping to get listeners off to a good start in the morning with the breakfast show, we will now also be giving commuters plenty of reasons to enjoy the journey home each evening!

“We know that thousands of our passengers listen to both shows every week, so this partnership was a natural fit for us and we look forward to supporting some great radio in the weeks and months ahead!”

Mark Mahaffy, Regional Managing Director of Bauer Media NI, said of the partnership:

“It’s fantastic to have leading ferry company Stena Line on board again as sponsor of the ***Pete Snodden In The Morning*** Show and now also for ***Downtown Drive***. We are confident that this sponsorship will see us *sail* through 2018, bringing listeners even more great entertainment, exclusive giveaways, up to the minute traffic and travel announcements and the best local and showbiz news.”

Stena Line is the Irish Sea’s leading ferry company offering the biggest fleet and the widest choice of routes between Ireland and Britain. Stena Line offer great onboard facilities such as free movies, free Wi-Fi, amazing value onboard shopping, luxury Stena Plus lounge, en-suite cabins, children’s play areas, and a choice of places to dine including a Barista Coffee House and Met Bar and Grill. Don’t forget that with Stena Line pets go free so you can take your beloved four-legged friend on holiday with you!

For more information on Stena Line go to [www.stenaline.co.uk](http://www.stenaline.co.uk)

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