**13 November 2018**

**Inspirational quotes on station platforms prove a hit with passengers**

* *Virgin Trains employee Aaron Koduah has now published a book of the messages.*

A Virgin Trains employee has been motivating passengers at Crewe Station with a selection of self- penned motivational messages.

The inspirational quotes are regularly shared by Virgin Trains Welcome Host, Aaron Koduah, on the notice boards at the station – which has become popular with passengers.

He has now published a book, entitled ‘Developing a Strong Mindset: 500 Motivational Quotes That Are Designed To Help You Through Bad Times’ which is on sale at Amazon.

He joined the Virgin Trains team in 2015 and began sharing his own words-of-wisdom and some more famous quotes on the notice boards at Crewe station in January 2016. They were an instant hit with passengers on the route.

Previously Aaron, 38, served in the British Army for seven years with the Royal Logistics Corp with tours in Afghanistan and parts of Europe after moving to the UK from Ghana. During his time in the army Aaron sought comfort and drew strength from words of wisdom.

He explained: “I’ve always loved a good quote and would often search online for motivational quotes to help me get through darker times. I began writing down my own quotes which I shared with friends and family on social media and eventually on the boards at the station.”

Customers began to photograph and tweet the notice boards, thanking Aaron for brightening their days.

“I was really chuffed when I began receiving positive feedback from people and felt proud that my own words were now helping others through their bad times,” he said.

“The reactions from customers has been overwhelmingly positive. The idea for the book actually came from people asking me where I get my ideas from and if I could compile them for future reference.”

Now the book has been published, customers are getting their copies signed at the station by Aaron.

“If I can help just one person to develop a stronger mindset, my goal is achieved,” he said

Ends

**Aaron’s inspirational quotes:**

“It’s ironic how people accept, love and appreciate the beauty of different colours in nature but refuse to accept the diversities within their own human race.”

“Everybody hopes things will get better, but what they forget is, the future doesn’t get better by hope. It gets better by plan and action.”

“When everything is going wrong and you feel like giving up, always remember that, there is someone going through worse and who would willingly rather walk in your shoes.”

**About Virgin Trains**

Stagecoach and Virgin are working in partnership to operate the West Coast inter-city route under the Virgin Trains brand, revolutionising travel on one of the UK’s key rail arteries.

The network connects some of the nation’s most iconic destinations including Glasgow, Liverpool, Birmingham, Manchester 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 ahead of other long-distance rail franchise operators in the National Rail Passenger Survey (NRPS) commissioned by industry watchdog, Transport Focus.

Virgin Trains has a proud record of challenging the status quo - from introducing tilting Pendolino trains, to a pioneering automated delay repay scheme, introducing the industry-leading onboard entertainment streaming service, BEAM, and becoming the first franchised rail operator to offer m-Tickets for all ticket types.

Virgin Trains operated the East Coast route between March 1, 2015 and June 24, 2018. In that time, we invested £75m to create a more personalised travel experience, including over £40m in the existing fleet. Customers have benefitted from 48 additional services between Edinburgh and London every week, and an extra 22 Saturday services between Leeds and London – a total of 1.74 million additional seats since May 2015.

Working together, the partnership railway of the public and private sectors has published a long-term plan, called *In Partnership for Britain’s Prosperity,* to change and improve Britain’s railway. The plan will secure almost £85bn of additional economic benefits to the country whilst enabling further investment and improvement, and contains four commitments which will see rail companies: strengthen our economic contribution to the country; improve customers’ satisfaction; boost the communities we serve; and, create more and better jobs in rail. For more information go to [Britain Runs on Rail](http://www.britainrunsonrail.co.uk/?gclid=CjwKCAiAr_TQBRB5EiwAC_QCq9OA-y_Al1Voo4ZvYjMvSBs86kuvjZLD8MfFvnOUU9UeVZ1T5CObLRoCasIQAvD_BwE).

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