**BEAT THE FESTIVE RUSH AND BOOK YOUR TRAVEL NOW**

Christmas is coming fast and ferry company, Stena Line’s sailings are filling up just as quickly so their friendly, festive advice is book now to get the best choice of sailings and fares, before they sell out.

Passengers have a lot to look forward to onboard including a new bespoke app called, *Gaming Line*, explained Diane Poole OBE, Head of PR and Communications at Stena Line.

“Our customers already enjoy great service, excellent food, family-friendly meal deals, free movies, free WiFi, savings of up to ^50% in the onboard shop and, of course, one of the most relaxing and fun ways to travel across the Irish Sea.”

Diane continued: “As well as all of this, our new app, *Gaming Line* is adding a high tech way for our passengers to entertain themselves, as they sail across the Irish Sea. *Gaming Line* consists of a number of classic mini games that the whole family will just love playing. The addictive game will allow gamers to buy and win real products from the onboard shops during their journey using in-game coins that are earned when playing the game.

“The game features an Advent calendar with daily challenges and competitions to win great prizes but what makes *Gaming Line* so much fun is that players of all ages can win prizes.”

Christmas is always a busy time for Stena Line as people *jingle all the way* to their festive destinations.

Diane continued: “Ferry travel is hassle free and as there are no baggage restrictions passengers can fill their cars full of presents so our advice is to check out our Low Fares Finder now to ensure you get the best deal possible and don’t forget to download, *Gaming Line*.”

*Gaming Line*, devised by Stena Line in conjunction with Swedish gaming company Mobile Storytelling, also includes two mini-games available exclusively to passengers at sea, where there will be the opportunity to participate in competitions and earn extra game coins.

“This is a game that mixes the old with the new and has really taken advantage of the retro trend that has been on the rise lately. At the same time, we have mixed it with new activations that allow the game to be taken to real life onboard the ferries,” says Jonathan Sterner, President and Chief Creative Officer of Mobile Storytelling.

Further games will be added to *Gaming Line* throughout the year meaning that everyone can enjoy it during Christmas and beyond.

Visit the App Store or Google Play and download Gaming Line for free today.

For more information go to [stenaline.co.uk/santaline](http://stenaline.co.uk/santaline).

^ When compared to the high street.

**[ends]**

**MEDIA ENQUIRIES: For further information please contact Bronagh Cobain of Duffy Rafferty Communications on 028 9073 0880 /** **Bronagh@duffyrafferty.com**