**Tuesday 8 December**

**Virgin Trains receives Best Brand Activation Award**

Virgin Trains has been recognised for its sponsorship of Festival No. 6 at the UK Festival Awards 2015.

The judging panel awarded Virgin Trains the Best Brand Activation award for their creative and well-executed activity that complimented the festival in September.

Virgin Trains’ activity around the festival included the No. 6 Express (an exclusive train for festival-goers from Crewe to Bangor with entertainment and accreditation); and the Virgin Trains “Village Limits” area, which featured a floating dance floor with a line-up of acclaimed DJs including Bondax and Jon Da Silva arranged in collaboration with the organisers of Festival No. 6.

Festival-goers were offered exclusive priority fares on Virgin Trains services up to nine months in advance of travel, which was an industry first.

Adrian Varma, Head of Regional Marketing at Virgin Trains, said: “Sponsoring Festival Number Six for the second time, we wanted to create an extraordinary and unforgettable experience for festival-goers that reflected Virgin Trains’ personality, so to be recognised for our activity with the Best Brand Activation Award is fantastic.”

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**About Virgin Trains**

Virgin Trains is the brand name of Virgin Rail Group (VRG), which is owned by Virgin Group (51%) and Stagecoach (49%). Virgin Trains has operated the West Coast passenger train franchise since 1997, serving key UK cities including London, Birmingham, Manchester, Liverpool and Glasgow. In June 2014 the Department for Transport (DfT) awarded VRG a new franchise until at least April 2017.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. We provide the most frequent long-distance rail service in Europe (London - Manchester and London – Birmingham, both every 20 minutes).

Since 1997, Virgin Trains has introduced over 70 new trains at a cost of £1.5 billion. The service carries more than 34.5 million passengers a year and Virgin Trains employs approximately 3,290 staff.

Virgin Trains customers consistently rate the company as one of the top long-distance rail franchise operators in the National Passenger Survey (NPS) commissioned by industry watchdog “Passenger Focus”.

Visit the Virgin Trains Media Room - [www.virgintrains.co.uk/mediaroom](http://www.virgintrains.co.uk/mediaroom) - for the latest news, images and videos. Subscribe [here](http://www.mynewsdesk.com/follow/47939) for regular news from Virgin Trains.

Press Office: 0845 000 3333. Company website: [www.virgintrains.co.uk](http://www.virgintrains.co.uk).

**About Virgin Trains East Coast**

Virgin Trains East Coast is the brand name of InterCity Railways Ltd (ICR), which is owned by Stagecoach Group (90%) and Virgin Group (10%). Virgin Trains East Coast began operating services on the East Coast Main Line in March 2015, serving key UK cities including London, Peterborough, Doncaster, Leeds, York, Newcastle, Edinburgh, Aberdeen and Inverness. The franchise will last until at least 31 March 2023.

Visit the Virgin Trains East Coast Media Centre at: [www.virgintrainseastcoast.com/media-centre](http://www.virgintrainseastcoast.com/media-centre) for the latest news and images.