**Tuesday 27 December**

**Virgin Trains brings First Class experience to Preston North End fans**

Virgin Trains has created two exclusive seats to upgrade Preston North End fans to a First Class experience for every home game at Deepdale stadium.

Located pitch-side, a few feet from the dugout, the two seats are the best in the ground, offering a first-rate view.

Branded with the Virgin Trains logo and upholstered in ‘PNE blue’, the seats give a taste of the First Class experience offered on board Virgin Trains services along the west coast, whilst giving fans the same view as PNE manager, Simon Grayson, and his team.

This is another way that Virgin Trains is offering PNE fans a great experience as part of their official partnership with the club – PNE Season Ticket Holders can already take advantage of 25% discount on Advance fares.

The seats are available to anyone who enters the ‘First Class Upgrade’ competition on PNE’s Facebook page each fortnight. For each home game, PNE will select a winner to watch the game from the First Class seats.

Anna Doran, General Manager at Virgin Trains on the west coast, said: “At Virgin Trains we always strive to offer the best possible experience for our customers. Working with Preston North End, we have created exclusive seats to offer fans an experience they will never forget. We’re sure they’ll be really popular with fans and hope that those lucky enough to get close to the action at Deepdale have a first class experience.”

Olivia Hanvey, Head of Commercial & Ticketing at Preston North End, said: “It’s fantastic to see the new Virgin Trains dugout seats in place, along with two additional First Class seats – given away each week to allow two lucky fans to experience the game from the eyes of the management. It’s a great opportunity for us and Virgin Trains to highlight our partnership and ensure it continues to go from strength to strength.”

The seats will first be available for Preston North End’s game against Sheffield Wednesday on Saturday 31st December.

ENDS

**Editor’s Notes**

**Virgin Trains & Preston North End**

Virgin Trains are the official travel partner of Preston North End, offering Season Ticket Holders 25% discount on Off Peak Advance fares along the west coast.

As part of the partnership, Virgin Trains have installed new management seats at Deepdale stadium, which are branded with the Virgin Trains logo and upholstered in PNE blue. Two additional seats have been created, to upgrade two PNE fans to a First Class experience for every home game at Deepdale stadium.

In January, Virgin Trains will launch an exclusive video about the on board entertainment portal, BEAM, which features PNE players. The video will be premiered during PNE’s match against Arsenal on Saturday 7 January.

**First Class Upgrade**

For a chance to sit in the First Class seats at Deepdale, look out for the First Class Upgrade competition on Preston North End’s Facebook page in the week leading up to the next home game. The first chance to win is for the game on Saturday 31st December 2016.

Terms & Conditions

1. Only one entry is permitted per individual per prize draw period.
2. The prize (for every home game at Deepdale stadium) is two tickets for the First Class Upgrade seats at Deepdale stadium.
3. The prize is not available for the match against Arsenal on Saturday 7th January 2017.
4. There are no cash or other alternative prizes.
5. The tickets cannot be transferred for use at another match.
6. By entering this competition you consent to having your photo with the First Class Upgrade seats and your information (name, age & details of how long you have been a fan of Preston North End) to be used in future promotions by Preston North End and Virgin Trains.
7. Preston North End reserves the right to revise the terms and conditions, without prior notice should circumstances make this unavoidable. You should review the terms and conditions each time you enter the competition.
8. The decision is final.
9. Promoter: Preston North End FC, Sir Tom Finney Way, Preston, PR1 6RU

**About Virgin Trains**

Stagecoach and Virgin are working in partnership to operate the East Coast and West Coast inter-city routes under the Virgin Trains brand. Together, they are on track to revolutionise rail travel across the UK.

The combined network connects some of the nation’s most iconic destinations including Glasgow, Liverpool, Birmingham, Manchester, Edinburgh, Newcastle, Leeds, York 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 as one of the top long-distance rail franchise operators in the National Rail Passenger Survey (NRPS) commissioned by industry watchdog, Transport Focus.

On the East Coast route, £140m is being invested to create a more personalised travel experience. We have already invested £21m to completely revamp our existing fleet and customers can now benefit from 42 additional services (22,000 extra seats) per week between Edinburgh and London. 2018 will see the introduction of completely new Azuma trains being built in the UK by Hitachi.

The West Coast route has a proud record of challenging the status quo - from introducing tilting Pendolino trains, to a pioneering automated delay repay scheme and becoming the first franchised rail operator to offer m-Tickets for all ticket types.

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

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