



The X50 Match Day Park and Ride bus has been given a magpie makeover

Dec 20, 2017 13:29 GMT

Match day travel gets a magpie makeover

There's a whole new look to match day travel for NUFC fans heading to St James' Park after [Go North East](#) gave its park and ride service a Toon-inspired transformation.

The region's biggest bus company has adorned its X50 Match Day Park and Ride buses with iconic black and white stripes in honour of the local club, which this month celebrated its 125th anniversary.

Featuring the new Magpies Go Smarter logo, the popular service, in partnership with Newcastle City Council, enables football fans to

conveniently travel to and from St James' Park direct from the Metrocentre coach park, without the hassle of taking the car to the match.

Buses run for two hours before kick-off and one hour after the game ends, allowing the Toon Army to avoid match day traffic troubles and parking charges, and focus on enjoying the game.

Stephen King, head of commercial and retail at Go North East, added: "We all know how busy it can get on match days, so rather than being stuck in traffic, we hope plenty of fans take advantage of our comfortable and convenient park and ride service.

"With contactless payments – it is an easy and stress-free option for local people."

Cllr Arlene Ainsley, Cabinet member for transport and air quality at Newcastle City Council, said: "Magpies Go Smarter is all about helping fans get to the match without the hassle of taking the car.

"This fits in with the city council's wider priorities to encourage people to think about how they travel and, where they can, use alternatives to the car in order to reduce traffic congestion and improve our air quality and our health."

Fares for the Match Day Park and Ride service are £2 for a return or £1.50 for a single ticket. Under 18 fares are £1 each way.

[Go North East website](#)