

# CHRISTMAS JUMPERS & FESTIVE FANCY DRESS

throughout December our team members will be wearing festive clothing to spread some cheer including Christmas Jumper Day on Friday 11 December where we'll be raising funds for Save the Children

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## Go North East spread festive cheer across the region

Throughout December, bus drivers and support teams from the region's largest bus company will be spreading festive cheer by wearing festive clothing.

Go North East team members will be wearing Christmas jumpers or festive fancy dress, with further exciting activities planned throughout the month including the decorating of some buses and a special COVID-secure socially distanced Santa bus tour across the operator's network.

Full details of the Santa bus tour will be posted on the company's social

media accounts but is designed to be seen as it passes homes and workplaces, rather than encourage any gatherings.

Go North East will also be [raising funds for Save the Children](#) on Friday 11th December as part of Christmas Jumper Day.

Martijn Gilbert, managing director at Go North East, said: “Things are a little different this year, so we want to do our bit in helping spread some festive cheer and have challenged ourselves on some creative ways to do this.

“Many people rely on our services to get to work, education and retail and bus services will continue to operate to the usual pattern of seasonal services over the Christmas and New Year period.

“Buses play an important part in reducing congestion, with one bus able to take up to 75 cars out of traffic jams, improving air quality and encouraging more active healthy journeys.

“We hope to help get our customers in the Christmas spirit with these activities, and also encourage others to use our clean and safe buses to help keep our region moving, especially as our towns and cities get busier in the run up to Christmas.

“As well as their excellent hard work, day in day out, providing safe and dependable transport services across our region, since the start of the pandemic our team members have also managed to raise a staggering £10,000 for charities, and this is just the latest initiative.

“Please join us on board and also in wearing your Christmas jumpers and raising money for Save the Children.”

Full timetables for the Christmas and New Year period are available on [Go North East's website](#) and a comprehensive guidebook will shortly be available on board buses too.