



Whoever you are, where ever you're going, get your BUM ON BOARD with Go North East.

May 17, 2024 10:32 BST

Low-cost bus fares fuel 'cheeky' campaign

Go North East, the region's largest bus operator, took to the Quayside at Gateshead yesterday to launch an unconventional, no-nonsense bus awareness campaign, leading with a rallying cry for the people of the North East to 'GET YOUR BUM ON BOARD'.

The campaign, which looks to cut through the noise and showcase the fabulous benefits of bus, was launched in style with a flamboyant cast sashaying across Millenium Bridge to catch a ride on a one-of-a-kind double-decker.

The bus company believes its somewhat 'cheeky' message is a winning way to raise awareness of low-cost bus travel which it says is crucial in encouraging people out of their cars. It wants people from all walks of life to take note and to start considering taking more journeys by public transport.

Ben Maxfield, Business Director for Go North East, said: "This isn't just an original way to celebrate and highlight the amazingly low fares, which are just £2 or less for any single journey, but a reason for us all to come together and help build a more sustainable future for our communities. Swapping just a few car journeys to bus has real benefits, it improves air quality for all of us and benefits your pocket too, making significant savings at the pump and on parking charges."

Ben went on to add: "We want our message to inspire everyone *'whoever they are, wherever they're going'*, we want them to join the movement!"

The company invited stakeholders from across the North East to help launch this first-of-its-kind bus marketing campaign.

There will also be six fabulously designed double-deckers that feature fanciful bottom halves of the passengers on board, these are set to be a firm favourite as people spot them out and about travelling across the network. The trailblazing campaign will be visible across the whole of the region, from billboards, to bus stop advertising and there will also be a massive push across social media. Overall, there will be no escaping that call to 'GET YOUR BUM ON BOARD'

For more information about the 'GET YOUR BUM ON BOARD' campaign visit the homepage of our website.

ENDS

NOTE TO EDITORS

The very talented CAST. lead by Sarah Cowell and Karina Brown brought the glitz and glamour. [COWELL ACADEMY OF STAGE & TELEVISION.](http://COWELL.ACADEMY.OF.STAGE.&TELEVISION.cast.academy)
(cast.academy)

Go North East runs a network of bus routes across the North East region including Newcastle, Sunderland, Durham, and surrounding areas.

The Go-Ahead Group is one of the UK's leading providers of public transport, enabling more than a billion passenger journeys each year on its bus and rail services. Go-Ahead places great importance on partnership, adopting a collaborative approach with governments, local communities, and strategic partners; developing and operating services that create long-term value for all.

For more information about Go-Ahead Group visit www.go-ahead.com.

Press and media contacts:

Laura Sharp

Head of Marketing, Go North East

laura.sharp@gonortheast.co.uk

Telephone: 07974063296

[Go North East website](#)