



Carol Bell, executive director of Great Exhibition of the North and Stephen King, commercial director of Go North East with one of the branded exhibition buses

Aug 22, 2018 11:26 BST

On the road to culture and innovation with Go North East's Great Exhibition of the North buses

As an extra three million people continue to flock to Newcastle and Gateshead this summer, in aid of the first-ever [Great Exhibition of the North](#), official partner [Go North East](#) is driving passengers and tourists around the event, in its own unique way.

The award-winning bus company has painted three of its popular yellow

Quaylink buses with the vibrant pink of the Great Exhibition to help people get around the event. The eye-catching vehicles are running on the popular Quaylink Newcastle Gateshead routes alongside the usual yellow buses, which allow visitors to hop-on and off around the Quayside and City Centre to travel to the exhibition's three starting points – Sage Gateshead, BALTIC Centre for Contemporary Art, and the Great North Museum.

In the spirit of the event, which celebrates the iconic innovation and fantastic spirit of the North, and in a unique partnership with Go North East, many of its buses around the region, including the pink Exhibition ones, also feature the poetry of Newcastle-based poet Anna Woodford.

Stephen King, commercial director at Go North East, said: “The Great Exhibition of the North puts a spotlight on our great region – showcasing the many innovations and cultural achievements borne in the North East. We are incredibly proud to play a part in helping get visitors to the main attractions.”

Carol Bell, executive director of Great Exhibition of the North, said: “Great Exhibition of the North is a once in a lifetime event, and a big part of its success will come down to the support from businesses in the region. Our brightly branded Go North East buses have certainly helped to raise awareness and turn a few heads in the process! We're incredibly grateful to have the support of Go North East as the friendly and reliable service they offer is integral when it comes to seamlessly connecting locals and visitors with the Exhibition.”

[Go North East website](#)