The Red Arrows at this year's Sunderland Airshow

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Sun FM's Street Stars in the driving seat, thanks to Go North East backing

Go North East has joined a year-long partnership with Sun FM's Street Stars ground crew, to support some of the biggest events in Wearside's calendar, including this year's Airshow, which attracted up to one million visitors, and the forthcoming Sunderland Illuminations where 350,000 people are expected.

"As Wearside is one of the primary areas our routes cover, we wanted to forge this key partnership with Sunderland's number one radio station, via its Street Stars ground crew and mascot, Sunny the Seagull. There are lots of crowd-

gathering exhibitions and events in the area that our customers attend via our buses all year round, such as the Airshow, Christmas Village launch and the seafront illuminations. By supporting the ground crew, we can extend our presence," explained Stephen King, head of marketing and retail at Go North East.

Julian Carter, managing director of Sun FM, added: "It's fantastic to have Go North East on board. Like us, the bus giant is engaging, fun and completely focused on customers. This partnership not only allows our street crew to get involved with more events in Wearside, but is a great profile raising tactic for Go North East too."

As well as branding across the Street Stars' clothing and on the homepage of the Wearside radio station's website, Go North East will be offering prizes for competition giveaways.

Sun FM has nearly 150,000 local adult 15+ listeners aged predominantly between 25-54 across 13weeks, which is over 50% of the population. Stephen concluded: "Sun FM has a great local reach, both on and off air, and our involvement shows how committed we are to supporting local community initiatives."

Go North East website