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## The 'BooBee' bus arrives in the North East to raise awareness of breast cancer

Go North East, the region's largest bus company, has partnered with UK bus manufacturer Alexander Dennis and the [Prevent Breast Cancer](https://www.preventbreastcancer.org.uk) charity to raise awareness of breast cancer across the region.

A bright pink 'BooBee' bus, as seen on ITV's 'Lorraine' and which started operating in Manchester throughout Breast Cancer Awareness Month, has now arrived in the North East to further highlight the great work of the UK charity who are committed to the prevention of the disease.

The bus will be operating across the region until 2 December, primarily

running on Go North East's high-profile X9 and X10 express services which serve Newcastle, Gateshead, Heworth, Dalton Park, Peterlee, Billingham, Norton, Stockton and Middlesbrough.

As well as helping to communicate a serious message and support a great cause, the type of bus underneath its pink exterior is being trialled by the company with the view of buying new buses for these routes in the future.

Martijn Gilbert, Managing Director at Go North East, said: "We're proud to be partnering with Alexander Dennis and Prevent Breast Cancer for this innovative campaign.

"With 1 in 9 women developing breast cancer in their lifetimes, most of us know someone who has been affected by the disease.

"We hope that by bringing the campaign to the North East we can raise awareness of the early signs of breast cancer, which can help predict and prevent the disease."

To find out more about the great work that Prevent Breast Cancer do, visit [preventbreastcancer.org.uk](http://preventbreastcancer.org.uk).

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[Go North East website](#)