

EAST LANCASHIRE RAILWAY SANTA SPECIAL PRESS RELEASE

Regional media

IT'S HOTTER THAN IBIZA BUT ELR HAS LAUNCHED ITS SANTA SPECIAL

- Tickets for Santa Special go on sale TODAY
- Families have been asking about the event since January
- Around 41,000 Santa Special tickets were sold in Christmas 2018



The weather may be hotter than Ibiza in the UK, but the team at [East Lancashire Railway](#) is already thinking about Christmas!

It's time to embrace your inner Ho Ho Ho (as Santa would say) as tickets are going on sale TODAY for the popular and much-loved Santa Specials in Bury...yes really!

Last year, ELR:

- Welcomed 40,775 people on its 103 Santa Special Trains
- Travelled a total of 1,648 miles
- Gave 16,625 Christmas gifts to children
- Served 24,150 Mince Pies and 2.41 million millilitres of sherry to adults

The team at ELR has brought forward the ticket launch in response to overwhelming demand.

Mike Kelly, Chairman of the East Lancashire Railway, said: "Tickets went on sale at the start of August last year, but as we had more enquiries than ever before, we've decided to bring forward the launch date to give our fans more time to plan their festivities!"

Christmas Day may be 180 days away - but customers have been contacting the railway since January to check when the tickets were going on sale!

The heritage railway had its busiest-ever Santa Specials season in 2018 with a record breaking number of tickets sold and tickets selling out faster than ever before.

Only a 30 minute tram journey from Manchester, the event has become a Christmas tradition for many families in the North West and beyond, providing an alternative to the traditional Santa's grotto.

It's advised that you book your place on the Santa Specials early to avoid disappointment!

The Santa Specials will run this year on 30 November and then in December on the 1st, 7th, 8th, 14th, 15th, 19th, 20th, 21st, 22nd, 23rd and 24th.

Tickets are from £18.00 per person.

For more information see East Lancashire Railway's website www.eastlancsrailway.org.uk

-ENDS-

NOTES TO EDITORS:

Santa Specials are a heritage steam train ride from Bury to Rawtenstall and back via the Irwell Valley.

Accompanied by a brass band and carol singing the platform features hundreds of fully lit Christmas trees.

Onboard entertainment is provided by a magician, with Christmas-themed costumed characters joining passengers.

Every child meets Santa and his elves onboard and will receive a fully-wrapped present.

Children are given a fruit juice drink and biscuit, while adults enjoy a mince pie and festive tittle.

If that wasn't enough, a great Christmas Treasure hunt will take place at Bury Transport Museum and every child will receive a souvenir ELR reusable bag.

For more information contact Rachel Conway at Democracy PR on 0161 881 5941 or email rachel@democracypr.com