



PRESS INFORMATION

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Severn Valley Railway slashes child fares to £1!

CHILDREN's fares on the Severn Valley Railway are being slashed for the duration of the school summer holidays, from £8 for the full-line round trip, to just £1.

The railway's 'Kids for a Quid' promotion which runs for almost six weeks from next Saturday, July 24, until Bank Holiday Monday August 31st, in conjunction with free admission to the SVR's Engine House Visitor Centre at Highley for ticketholders, will create impetus for greater visitor numbers to the Kidderminster - Bridgnorth steam heritage line, while easing the strain on family budgets.

Announcing the big fares reduction today, SVR General Manager Nick Ralls explained: "We know that keeping children entertained during the long summer holidays puts families under a lot of strain, and we're very aware that whatever the pundits might be saying, for many people the recession is far from over.

"By reducing our fares for accompanied children to just £1 we're making the railway a more attractive proposition to families, and what we lose in fare revenue, we will hopefully make up by running fuller trains."

To qualify for the £1 fare, children aged 4 - 15 years need only be accompanied by a fare-paying adult who buys a return ticket to travel on the line. The offer holds good for the SVR's upcoming 'special event' days, including next weekend's 'Severn Valley in Bloom' (July 24th & 25th), 'Peep behind the Scenes' weekend (August 7th & 8th), and Seaside Special weekend (August 28th - 30th), when the railway imports hundreds of tons of seaside sand, and creates its own 'beach', complete with Punch & Judy tent , down the line at Arley station.

'Kids for a Quid' is being promoted on Central TV in the West Midlands - only the second time in the railway's 40-year history that it has used television to advertise a special promotion. "We think this is the most effective way of getting the message across to families" said SVR Advertising Account Manager Brian Tallis.

**Editors: For further information, please contact
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