



Go North East Poppy Bus

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## Go North East honours Remembrance Day and World War One centenary with poppy bus, bespoke tickets and signage

To commemorate the fallen who have lost their lives in battle, the region's largest bus operator, Go North East, has introduced a number of poppy-themed features across its services, on the lead up to Remembrance Day and in celebration of the centenary of World War One.

While the nation remembers those who gallantly served their country in war, by wearing a poppy this November, a new poppy appeal bus has been

unveiled at the company's Deptford depot. The latest vehicle further strengthens Go North East's commitment to the cause, after being the first bus operator to launch a dedicated poppy vehicle over a decade ago.

The upgraded model will now be seen servicing routes throughout the region. The striking white double deck vehicle is emblazoned with bright red poppies and features the text 'Thank you' alongside 'All who served, sacrificed and changed our world. 1918-2018.' Its tickets too, replicate the same wording and utilise the social media hashtag #thankyou100.

Go North East, which has also awarded bronze status as a partner to the special forces covenant, which aims to recruit ex-service people into roles after retiring from the military, will mark Remembrance Day on Sunday 11 November, by participating in a two minute's silence, at 11am.

Stephen King, commercial director at Go North East explains why the occasion marks such a special place in the hearts and minds of its 2100-strong workforce, he says: "In this centenary year, we wanted to go one step further in honouring those service people who died valiantly in battle, particularly as we have a high proportion of team members who are ex-military.

"We've had a poppy bus in operation on our routes for almost 10 years, so this year we decided on an upgrade – moving from a single deck to double deck vehicle and featuring a new design and wording."

Feedback from passengers on the introductions has been overwhelmingly positive with one customer saying on Facebook: "Nice touch Go North East" and others saying: "Well done Go North East."

For more information about Go North East, visit [www.gonortheast.co.uk](http://www.gonortheast.co.uk).

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[Go North East website](http://www.gonortheast.co.uk)