**25 February 2016**

**Virgin Trains on track for Global Scouse Day**

* *First Class customers across the UK tuck into some tasty Scouse at 125mph*
* *Lord Mayor of Liverpool shows his support*
* *Liverpool Gin and Scouse Pies also feature as Virgin Trains get behind Global Scouse Day*

Virgin Trains’ First Class customers are on for a treat when they board their train home this evening. Liverpool’s finest culinary export, Scouse will be served piping hot on 31 services, exporting the local delicacy along the West Coast Main Line at 125mph to the West Midlands, Manchester and Scotland. What better way to replenish the tank after a hard day’s graft?

Tonight’s offering is just one of a number of initiatives planned as Virgin Trains gets right behind this year’s Global Scouse Day which takes place on Sunday 28 February.

A Liverpool Gin cocktail reception will take place on Friday evening at Lime Street station. And fans travelling to the Capital One Cup Final on Sunday will be able to purchase some Scouse Pies from Homebaked, the Co-operative Bakery and Community Land Trust located just a few steps from Liverpool Football Club, who are setting up shop at the station.

“Scouse went down a storm last year when we served it on our Liverpool trains,” explained Virgin Trains Onboard Manager and Scouser, Gary Campbell. “So we thought we would go one better this year and serve it network wide as part of our commitment to bring regional and innovative food to all of our customers.”

“It should be a fun few days in the lead up to Sunday and we are hoping, as we’ve been led to believe, that the Scouse Pies are a lucky omen and will ensure the result we are all hoping for at Wembley this weekend.”

Lord Mayor of Liverpool, Councillor Tony Concepcion was full of praise for the way in which Virgin Trains has gotten behind the campaign.

“Global Scouse Day is a great initiative, one that gains momentum with each passing year. So to have Virgin Trains onboard is fantastic as it means that customers from up and down the UK will get to sample our local delicacy. And having had a quick sample myself, I am sure there will be lots of empty plates.”

ENDS

Picture 1 – Lord Mayor of Liverpool, Councillor Tony Concepcion tucks into some Scouse onboard one of Virgin Trains’ Pendolinos

Picture 2 – Lord Mayor of Liverpool, Tony Concepcion at Lime Street alongside Virgin Trains crew members Andrew Malleson and Shelia Curtis

**About Virgin Trains**

Virgin Trains is the brand name of Virgin Rail Group (VRG), which is owned by Virgin Group (51%) and Stagecoach (49%). Virgin Trains has operated the West Coast passenger train franchise since 1997, serving key UK cities including London, Birmingham, Manchester, Liverpool and Glasgow. In June 2014 the Department for Transport (DfT) awarded VRG a new franchise until at least April 2017.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. We provide the most frequent long-distance rail service in Europe (London - Manchester and London – Birmingham, both every 20 minutes).

Since 1997, Virgin Trains has introduced over 70 new trains at a cost of £1.5 billion. The service carries more than 34.5 million passengers a year and Virgin Trains employs approximately 3,290 staff.

Virgin Trains customers consistently rate the company as one of the top long-distance rail franchise operators in the National Passenger Survey (NPS) commissioned by industry watchdog “Passenger Focus”.

Visit the Virgin Trains Media Room - [www.virgintrains.co.uk/mediaroom](http://www.virgintrains.co.uk/mediaroom) - for the latest news, images and videos. Subscribe [here](http://www.mynewsdesk.com/follow/47939) for regular news from Virgin Trains.

Press Office: 0845 000 3333. Company website: [www.virgintrains.co.uk](http://www.virgintrains.co.uk).

**About Virgin Trains East Coast**

Virgin Trains East Coast is the brand name of InterCity Railways Ltd (ICR), which is owned by Stagecoach Group (90%) and Virgin Group (10%). Virgin Trains East Coast began operating services on the East Coast Main Line on 1 March 2015, serving key UK cities including London, Peterborough, Doncaster, Leeds, York, Newcastle, Edinburgh, Aberdeen and Inverness. In November 2014 the Department for Transport awarded ICR a new franchise until at least 31 March 2023.

Virgin Trains East Coast is committed to delivering a high speed, high quality service with new services, faster and more frequent journeys, more comfortable travel and excellent customer service. More than £140m is to be invested in delivering improved service and a more personalised travel experience for customers.

Visit the Virgin Trains East Coast Media Centre at: <http://www.virgintrainseastcoast.com/media-centre> for the latest news and images.

Contact the Virgin Trains Press Office: press.desk@virgintrains.co.uk or call us on 0845 000 3333.