



Jul 05, 2019 13:18 BST

Prizes up for grabs for lucky passengers with Resorts World partnership

West Midlands train travellers could see their journeys take them on a different track, with West Midlands Railway, London Northwestern Railway and Resorts World Birmingham 'paying it forward' to passengers this month.

Five lucky passengers travelling within the West Midlands Railway network anytime between 8 and 10 July will be treated to a 'surprise and delight' moment as they are picked at random by West Midlands Railway colleagues, to receive a special prize-winning gold envelope.

The delight doesn't stop there - those who receive the all-important gold envelope will be invited to 'pay it forward' to a family member or friend - or simply enjoy it for themselves - and embark on an exclusive treat-packed not-to-be-missed journey from Birmingham New Street Station to Birmingham International Station on 20 July.

Tim Bullock, sales and partnerships manager from West Midlands Trains, said: "Travelling by train from central Birmingham to many of the Midlands' great leisure and entertainment destinations, such as Resorts World Birmingham, has never been so easy and convenient.

"With this particular journey typically taking around 11 minutes, what better way to travel than by train? Passengers can travel to their destination without having to worry about the traffic and they can take in the many sights the city has to offer along the way. And now that we're paying it forward, their journey could also be brightened up with an impromptu surprise, which will give them an exciting opportunity to travel in style with us on 20 July."

The lucky winners on 20 July will get the chance to sit back, relax and enjoy fragrance testing from The Fragrance Shop, chocolate tasting from Lindt, cocktails from Sky by the Water, and a mini treatment from Santai Spa, which can all be found at Resorts World Birmingham. They'll also then be able to carry on the experience as they each receive a Resorts World £100 gift card to spend eating, drinking, shopping and lots more, all around the destination.

Brid Bickerton, head of marketing and business development from Resorts World, said: "Many people don't realise just how straightforward it is to get to us by train, which is why we've joined forces with West Midlands Railway and London Northwestern Railway to help spread the word.

"We're really looking forward to treating the winning passengers to a mini head start on the experience they'll be about to enjoy here at Resorts World. They're in for a lot of fun."

For further information and ticket fare details on West Midlands Railway visit [here](#) and for London Northwestern Railway visit [here](#). For more information on Resorts World Birmingham visit [here](#).

About West Midlands Trains

For further information on this release, call our press office on 03300 955150 or email press.office@wmtrains.co.uk

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast mainline to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street.

For more information on these services visit westmidlandsrailway.co.uk or londonnorthwesternrailway.co.uk

The West Midlands Trains franchise started on 10 December 2017 and will run until 2025/26.

West Midlands Trains operates 1,300 services a day, manages 150 stations and provides over 70 million passenger journeys a year. Over the course of the franchise, West Midlands Trains will be investing £1 billion into the rail network to deliver new trains, improved routes and station upgrades. This will include 400 new train carriages across the network and space for an extra 85,000 passengers into Birmingham and London at peak times.

The franchise is a joint venture between Abellio (70.1% share) and East Japan Railway Company / Mitsui & Co., Ltd (29.9% share in a 50:50 split). Abellio is the international passenger transport subsidiary of the Dutch national railway company, Nederlandse Spoorwegen. In the UK, Abellio operates ScotRail and Greater Anglia train services, Merseyrail services in a joint venture with Serco and buses through Abellio London. For more information visit www.abellio.com

If you have been sent this press release, this is because we believe this to be of interest to you.

To sign up for all future releases, visit our newsroom and subscribe to our updates. You can unsubscribe to our releases at any time.

Contacts



Press Office - Media Use Only

Press Contact

press.office@wmtrains.co.uk

0330 095 5626