

Lothian Buses rebranded to commemorate anniversary of Britannia launch

 **Britannia says 'Ahoy!' to a fleet of new branded Lothian buses**

The Royal Yacht *Britannia* is celebrating 60 years since her launch in 1953 at the John Brown & Company shipyard in Clydebank. To help mark the occasion twenty four Lothian buses are touring Edinburgh promoting this much-loved and most majestic of ships.

Inspired by the 1950's and the days of glamorous travel, the Cunard-style adverts are successfully catching the attention of locals and tourists in Scotland's Capital. The no.22 buses take passengers from the bustling city centre to the port of Leith where this former floating palace has been berthed for more than 15 years. Now rated as Scotland's best visitor attraction, visitors to *Britannia* are then invited to step back in time, follow in the footsteps of Royalty, and celebrate 60 years.

Visitors enjoy a unique insight into what life was like on board for the Royal Family and crew. Highlights include the magnificent State Apartments, the Honeymoon Suite, the cramped Crew's Quarters and the gleaming Engine Room. Visitors can also treat themselves to lunch, or tea and cake in the stunning Royal Deck Tea Room.

For more information please contact Jennifer Campbell, Press & PR +44 (0) 131 555 8800. jenniferc@tryb.co.uk or visit www.royalyachtbritannia.co.uk

Special group rates are available for groups of 10 or more when pre-booked. For further information call our Group Sales

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