

Caledonian Sleeper trail could win you a trip to London



The new Caledonian sleeper service sets off down the tracks to London in April 2015. There is now a chance for you to win a luxury dream trip on board the new service to London or one of five other cities. What do you have to do to win?

100 exclusive branded luggage labels, emblazoned with the mythical white stag of the Caledonian Sleeper brand, have been squirrelled away at well-known sites across the city and residents are invited to use their detective skills to locate a label, take a picture of themselves with it and upload the image to social media channels with the hashtag #stagchase.

Treasure hunters can seek out the lucky labels at sites across the city on a voyage of discovery or re-discovery of some of the city's highlights. Delve into Scotland's artistic heritage at Edinburgh Castle, visit the pandas at Edinburgh Zoo or take a saunter through the fragrant Royal Botanic Gardens.

Labels will be hidden across five cities across the UK – Inverness, Glasgow, Aberdeen, Edinburgh and London. Each of the UK cities represents a hop off point on the world-renowned train service.

The winning sleuth will be whisked away on a dream trip – an exclusive prize for two including first class Caledonian Sleeper tickets and an overnight stay in a hotel in one of the five cities featured in the competition.

City slickers can discover the international flavour of London, sample the festival delights of Edinburgh, discover

the Granite City of Aberdeen, or enjoy Glasgow's famous west coast welcome. While nature lovers can explore the great outdoors and the rich Highland heritage of Inverness. What will you decide? There are no easy antlers!



Launching the competition, Peter Strachan, Managing Director for the new Caledonian Sleeper said: "We wanted to raise awareness of the transformation of the service in a fun way which would allow us to engage with potential customers, as well as introducing improvements to existing guests.

"Our new booking and reservation system, sleeper.scot allows passengers to plan and book their travel up to 12 months in advance, a first for any UK rail operator. We hope the competition will generate a buzz around the new service and look forward to welcoming guests onboard from April."

In addition to the five cities featured in the competition, the Caledonian Sleeper reaches a network of fantastic

destinations across the UK including Fort William, Perth, Stirling, Gleneagles Aviemore and Crewe.

For more information about the Caledonian Sleeper visit www.sleeper.scot