Press Release

15 November 2024

Avanti West Coast to bring festive cheer at Carlisle with Christmas Fayre

- *Avanti West Coast to host festive event in aid of The Salvation Army to support those in need this Christmas*
- *Customers and community invited to make food and gift donations for charity*
- *Local businesses, carol singers and band to join day of festivities at Carlisle station*

Avanti West Coast is bringing some festive cheer to Carlisle station with a Christmas Fayre in aid of The Salvation Army.

On Saturday 16 November, Carlisle station will host carol singers, a Santa's grotto, charity tombola, Christmas-themed children's activities, local tribute band, Jam'd, and 16 independent businesses with stalls, as part of its festive-themed fundraiser.

Taking place between 9am and 3pm, the event is designed to support The Salvation Army Christmas Present Appeal, which wraps and distributes donated gifts to children who might not otherwise receive a Christmas present.

Working with The Salvation Army's Carlisle branch, the Avanti West Coast team have created a donation point underneath the station's Christmas Tree where people can drop off new, unwrapped toys and gifts for children.

Customers and the community are being invited to join railway colleagues to make donations of toys and gifts, as well as food donations by mid-December to support local people in need.

Bringing together local businesses, the fun-packed day aims to give the community and customers an opportunity to purchase unique Christmas gifts, enjoy baked goods and festive entertainment, while supporting a local cause.

Performances of Christmas carols by the Salvation Army choir will provide a seasonal soundtrack to the event and entertainment to those travelling to and from the station.

The Christmas Fayre is the second the Avanti West Coast team have arranged to support local charitable initiatives – with this year's aimed at helping those most in need.

Michael Byrne, Avanti West Coast Station Manager at Carlisle, said: "We're excited to bring together local businesses, performers and the community to spread some festive cheer and support a local cause.

"This unique event hopes to offer everyone of all ages a chance to help make a positive difference to those in need this Christmas. We look forward to welcoming people to the station for some festive fun while raising important donations to support the great work of The Salvation Army in Carlisle."

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About The Salvation Army

The Salvation Army is a worldwide Christian church and registered charity, which has been fighting against social inequality and transforming lives for over 150 years.

The Salvation Army expresses its faith through charitable action by working at the heart of communities across the UK and Ireland. We have 650 churches and community centres where we offer friendship, practical help and support to some of the most disadvantaged people in our communities.

Homepage | The Salvation Army

About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward.

We're on a mission to revolutionise train travel. Our refurbed Pendolinos returned to the rails in June 2024 following a £117m investment programme that's delivered the best in class comfort. Known as the UK's hardest working fleet, all 56 of these iconic trains have been transformed and now boast better seats, improved lighting, new interior carpets, customer-friendly passenger information screens, additional luggage space, power points at every seat and refurbished toilets.

Our new Evero fleet was introduced in June 2024 and will replace our Voyagers. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, will serve routes from London to the Midlands, Chester, North Wales and the North West, leading to a substantial cut in carbon emissions with an increase in seats, and offering improved comfort. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, these new trains are the result of a £350m investment in sustainable travel.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

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