

## A Fare Deal in Return

From 22<sup>nd</sup> September Plymouth Citybus will be offering all day return fares on every route.

The move has been championed by Managing Director Mr John Ackroyd who feels that it is a positive step forward for the company. “We have decided to introduce all day return fares to our customers in direct reaction to the credit crunch. It is something we had planned for the annual review of our fare structure in 2009 but we feel that in the current economic climate now is the time to act. More people than ever are using our buses, not only for environmental reasons but for economical ones too. By doing this operational move we’re able to help our passengers save a little extra money on their bus journey”.

All day return fares mean that passengers can obtain a return fare all day, every day and are not restricted to weekends only or to after 9am. It makes it cheaper to travel to work by bus and leave the car behind. Plymouth City Council is also taking part in promoting a Devon Car Free Day on 22<sup>nd</sup> September so this may provide the ideal opportunity to participate!

Another positive is that Plymouth Citybus have negotiated further savings for their customers with many of the Barbican Traders. Shops displaying a ‘Discount Zone’ sticker in their window are offering between 5-20% discount to everyone presenting a Freedom Card or current DayRider ticket.

Marketing manager, Sylvia Bird said, “We are a City owned company and we endeavour to work alongside other local businesses to create a working relationship that benefits both customers and residents of Plymouth.”

Plymouth Citybus have a fleet of 154 buses on over 40 routes. Their buses cover 70% of the City’s bus network.

Further information about fares and timetables can be obtained from the website [www.plymouthbus.co.uk](http://www.plymouthbus.co.uk), from the Travel Shop on Exeter Street and by telephoning 01752 222221. Plymouth Citybus also have a stand in the Mall from Monday 22<sup>nd</sup> - Sunday 28<sup>th</sup> September.