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4th May 2006

EN-ROUTE ENTERTAINMENT REVOLUTIONISES BUS TRAVEL

Dear Colleague,

It is my pleasure to invite you to the launch of First F.R.E.E Bus Entertainers; we will be commencing our debut campaign on Friday the 5th May.

We at First F.R.E.E Entertainers will be taking our campaign out onto the bus routes throughout Bristol where our performers will be revolutionising public transport.

Air Passengers are used to the pleasures of in-flight entertainment, but now, First F.R.E.E. Bus are taking this experience out of the sky, on to our buses and at our bus stops. Our teams of all singing all dancing representatives will be transforming the customer's journey with liberating, vibrant and F.R.E.E en-route entertainment.

We will be promoting our First Bus vision by creating special moments for our customers and reconnecting with the people of Bristol.

Please accept our invitation to a company presentation/press meeting at 2:00 PM, at the bus stop opposite the Hippodrome (served by: 43, 43A, 41, 54, 55, 462) where we will introduce our new initiative. There will be some fantastic opportunities for photographing our colourful entertainment representatives.

While we look forward to seeing you there, it would be greatly appreciated if you could email your acceptance to lottie.boose@firstfreebus.co.uk

Best Regards,
Lottie Bôose
(Public Relations Officer)

First Representative Entertainment Extravaganza
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