

LNER celebrates Yorkshire Day with new face mask design

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London North Eastern Railway (LNER) has launched the latest design in a collection of regionally-inspired face masks with a striking blue and white Yorkshire Rose pattern to celebrate Yorkshire Day 2020.

The Yorkshire inspired face mask is the fourth design in the LNER face masks collection, which includes a Tyne Bridge, London Eye and Edinburgh thistle style.

The Yorkshire Rose design features a hand-illustration of the white rose emblem which has been recognised as a symbol for the region since the 14th century.

The reusable face masks will be available for customers to purchase online from tomorrow, for use when travelling on train services where face coverings are now mandatory in England and Scotland.

Proceeds from the sale of the masks go to the official LNER charity partner, Campaign Against Living Miserably (CALM). The masks have been hand-sewn in Harrogate and distributed from Yorkshire as LNER continues to support communities and businesses on the East Coast.

LNER Communications Director, Kate McFerran, said: “We know how passionate our customers and colleagues are about the great towns and cities of the LNER route. Following the launch of the first three designs, we were inundated with feedback from people keen to see their region represented in the collection.

“Yorkshire was a popular theme and we are excited to see how our Yorkshire communities respond to the latest design.”

In addition to the regionally inspired masks, LNER is also launching an exciting new online video series to celebrate Yorkshire Day.

After more than 75,000 views in just two months on time-lapse driver’s cab footage hosted on the LNER YouTube Channel, LNER has answered the eager calls of fans to launch a new series of real time cab ride footage.

The series will start in the heartland of the East Coast route–Yorkshire–and feature some of the region’s most spectacular scenery from a unique perspective.

LNER Managing Director, David Horne, said: “Following the launch of time-lapse driver’s cab footage of our route earlier this year, we received an unbelievably positive response along with many requests for a real-time view.

“To celebrate Yorkshire Day 2020, we’re delighted to be sharing some of the most stunning views from our route, and where better to start than with our heartland, Yorkshire, on Yorkshire Day.

“We’d like to encourage our customers to sit back and enjoy rolling hills, historic towns, cities and famous bridges and ultimately feel inspired to visit some of the many beautiful destinations on our Yorkshire routes.”

The LNER Real Time Routes series will launch with Yorkshire routes including Skipton to Leeds, Hull to Doncaster and Harrogate to Leeds. Customers will be able to experience the view from the driver’s seat and enjoy a unique perspective of some of the most breath taking landscape on the LNER route.

Photo credit: LNER

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