

**Press Release 22<sup>nd</sup> April 2010**

**REAYS TO THE RESCUE - COACH FIRM'S SWISS ROLE IN VOLCANIC ASH DASH**



Cumbrian coach company Reays of Wigton is being praised by British holidaymakers for rescuing them after they were left stranded in Switzerland because of the Icelandic volcanic ash crisis.

The family-run firm responded to a desperate plea from UK-based international operator Newmarket Holidays to bring back a party of Brits who were marooned at their Swiss ski resort of Chateau d'oex after having flown in.

Reays swiftly dispatched a coach with two drivers to Switzerland on Sunday afternoon, arriving the following morning much to the relief of the stranded holidaymakers.

After the drivers' legally required nine-hour rest break, the Reays coach departed for England on Monday evening with 48 very grateful passengers, who were dropped off at Gatwick, Luton, Manchester or Liverpool airports on Tuesday.

Rescued passenger Tracy Graham told Reays after arriving home safely: "I would like to say a massive thank you for coming to rescue Newmarket passengers from Switzerland. Your drivers, John and Jonathan were great. They made us hot chocolate when we were feeling down, which was very comforting. We were all very grateful to be rescued."

The Cumbria-based Reays drivers involved in the Swiss mission were John Quinney and Jonathan Donald, who took a photograph of their coach outside the Swiss hotel.

Managing director Chris Reay and company staff had been exhibiting some of the firm's coaches at a national trade show in Peterborough when he received the emergency call at the weekend. John and Jonathan then made their way down to Peterborough to set off for Switzerland on one of the Reays coaches, which was waiting for them.

Chris said: "We were really pleased to be able to respond so quickly and to bring home all these people who were stranded out there. We've had a lovely response from a lot of those we brought back. They were

all extremely grateful for the service we provided. The whole exercise shows how flexible and reliable we are as a company and how highly regarded we are by other operators."

NOTE: For further information or interviews, contact Chris Reay on 016973 49999.