

PRESS RELEASE

15 March 2018

## **Chiltern's world-first radio stunt wins at national awards**

A recording of a world-first stunt on the earth's highest and longest slide earned Chiltern Railways the Gold Standard award for Best Radio Advertising at The Chartered Institute of Marketing's Travel Marketing Awards at the London Hilton on Park Lane on Monday 12 March 2018.

The 30-second spot, which aired in Oxfordshire and the West Midlands, featured a voice-over artist hurtling at speed from top to bottom of the world's longest tunnel slide, the 178-metre ArcelorMittal Orbit slide at Queen Elizabeth Park, London.

The radio ad formed part of Chiltern's 'Summer. It's a really big deal' campaign, and was created in partnership with advertising agency, The Gate London. The voice-over artist rode the slide six times to get the perfect take, and the activity promoted Chiltern's Family Travelcard which is priced from just £25 for return train travel to London.

Eleni Jordan, Commercial Director at Chiltern Railways, said:

"We are extremely proud to have been recognised by the marketing industry at these awards. The ad was great fun to make, and it really epitomised the sense of fun around trying something new which was the message we wanted to share, encouraging families to take a trip to London by train and experience all it has to offer."

A video of the ad being recorded on the slide can be viewed on Chiltern's YouTube channel.

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For further media information please contact the Chiltern Railways press office on 020 3856 2226 or [press@chilternrailways.co.uk](mailto:press@chilternrailways.co.uk).

Visit our website - <http://www.chilternrailways.co.uk/news/press-releases> to view the most recent press releases.

Chiltern Railways is part of the [Arriva group](#), one of the leading providers of passenger transport in Europe. Arriva employs more than 60,000 people and delivers over 2 billion passenger journeys across 14 European countries each year.

**Notes to editors:**

The video of the 'Summer. It's a really big deal' ad being recorded can be found on Chiltern's YouTube channel - <https://www.youtube.com/watch?v=HCTIVL7LMrE>