

Yellowbuses

News and views from *the brighter bus company*

Issue 18

Spreading love and roses around brightens the day

LOVE was all around when Yellow Buses turned cupid to mark Valentine's Day.

In what has become something of a YB tradition, our 'loved up' marketing team handed out 3,000 cards and 1,000 red roses in Bournemouth town centre.

The cards included a poem by self-confessed romantic Lynne Maule, the winner of our annual contest to 'beat the bus bard'.

Lynne, a mother-of-three who has been married to husband Angus for 33 years, received flowers and chocolates and a 30-day Glo smartcard after penning a three stanza poem.

As always our cupid's arrow struck home with many loyal passengers.

The following email was typical of some of the messages we received:

"I don't know who thought it up, but what a brilliant way to brighten the day. Valentine's Day and a red rose in a Valentine's card.

"It brought so many smiles, and so much girly chatter especially amongst the slightly 'more mature' ladies. It made a dull day cheerful. Good luck to whoever thought up the idea."

For the record, that person is our very own Jenni Wilkinson, YB's Head of Marketing, who said: "As always, Valentine's Day provided the perfect opportunity to tell our passengers how we love them travelling with us."



Saying it with flowers: Poetry competition winner Lynne Maule (centre) with driver Andy Harrison and Jenni Wilkinson. Lynne's offering included the following verse:

Has it ever struck you there could be a chance

That your Yellow journey might bring you romance?

You could notice someone, then your eyes meet theirs,

Smiling, then some chatter, forgetting all your cares.



Photo tribute to Bob Wheatley – a much loved gentleman

WE were very sorry to learn of the death of Bob Wheatley last year.

Mr Wheatley (pictured) was the local Poppy Appeal organiser for the Castlepoint and Yeomans Way area of Bournemouth which includes our bus depot.

Each year we organised a photoshoot highlighting the display of poppies on our bus fleet with Mr Wheatley representing the Royal British Legion.

At the request of the Winton and Moordown RBL we were delighted to provide a framed picture of Mr Wheatley with Kevin Conroy, who took over as standard bearer. This is now displayed proudly in the club's bar area. A tribute to a much-loved gentleman.

Join us on Facebook

DON'T miss out on the latest news and views from your favourite bus company by joining our Facebook fan club.

Take part in our weekly Monday Funday competition and get up-to-the-minute information about our services.

Just click on the Facebook link on our home page at www.bybus.co.uk

You can also follow us on Twitter at @yellowbuses

More cash help for good causes



Good cause: YB's Sally Spicer (left) and Jon Galpin presents the £200 Carbon Stoppers cheque to volunteers from thehub Goes Global

FIFTEEN worthy causes have now shared a total of £3,600 thanks to our innovative Carbon Stoppers campaign.

The latest to receive cheques are Help & Care, a charity for carers and older people in Dorset, and thehub Goes Global, a fundraising project to send nine Bournemouth University students to assist in a Bulgarian orphanage.

Remember, every trip taken on our services on a Thursday contributes to a separately administered Community Chest. If you'd like to nominate a good cause for a Carbon Stoppers cheque then please email Fiona.pendlebury@bournemouthecho.co.uk

