



Media Release

NorthLink Ferries Brings Up Helly Aa Celebrations to World with Live Webcam

NorthLink Ferries is proud to once again support Shetland's world-renowned fire festival, Up Helly Aa (Tuesday 29 January), by sponsoring the event's live webcam for the seventh consecutive year.

Working in partnership with Promote Shetland, the webcam will offer people from near and far the chance to see to the evening of-celebrations by watching the mesmerising and iconic cultural event as it unfolds via NorthLink Ferries' Facebook page and website.

Magnus Dixon, Serco's E-Marketing Manager at NorthLink Ferries, commented: "Lerwick's Up Helly Aa event is one of Europe's largest fire festivals and a must-visit experience for many. The webcam is a great addition to the festival and allows people from across the world to see this spectacular event which is unlike any other. Over the past seven years we've had thousands of viewers tune in on the day, giving those who aren't able to make it in person an opportunity to feel like they're part of the celebrations.

"Up Helly Aa is one of the most prominent events in the Northern Isles calendar and we're very proud to once again be involved. We hope that everyone enjoys the day, whether they're attending or catching a glimpse on the webcam."

NorthLink Ferries will also be supporting the Junior Jarl Squad this Up Helly Aa. As with previous years, the group of young Vikings will march on board before enjoying lunch with Captain McPherson and crew.

To view this year's Up Helly Aa webcam streaming, visit www.facebook.com/NorthLinkFerries or www.northlinkferries.co.uk/uphellyaa

Ends

21 January 2019

For further information please contact:

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About NorthLink Ferries

Serco has operated the Northern Isles service since July 2012 providing scheduled lifeline passenger and freight services to the Northern Isles.

Named 'Best Ferry' at the Guardian and Observer Travel Awards 2016, NorthLink Ferries operate throughout the year with the MV Hamnavoe operating to Orkney on the Pentland Firth and MV Hjaltland and MV Hrossey sailing to Orkney and Shetland from Aberdeen. MV Hildasay and MV Helliar provide regular timetabled freight services to both Shetland and Orkney. NorthLink Ferries has offices in Aberdeen, Kirkwall, Lerwick, Stromness and Scrabster.

The Hjaltland and Hrossey ferries sail every evening from Aberdeen and Lerwick in Shetland and have 117 en-suite cabins along with eateries, bars and retail shops showcasing the very best of island produce. The MV Hamnavoe, which has an excellent array of services on-board, provides a swift and reliable 90-minute crossing on the Pentland Firth, and offers a unique opportunity to sail past the Old Man of Hoy as it travels between Stromness in Orkney and the Caithness town of Scrabster.

More than just a business, we view ourselves as a member of the local community, serving key sectors within the Northern Isles economies. These include the agriculture, aquaculture and tourism markets, carrying the equivalent of over 43 thousand freight trailers and over 300 thousand passengers per year. This demonstrates the integral part played by the ferry provider working daily with stakeholders in all aspects of the operation.

This community integration, as well as support of the local economy, is important to us and we are therefore proud to purchase over 84% of products for our passengers to enjoy on-board from suppliers based within 50 miles of our operating ports. This has the added benefit of reducing the distances our deliveries have to travel, thereby reducing our environmental impact.

For further information visit www.northlinkferries.co.uk

About Serco

Serco is an international service company, which combines commercial know-how with a deep public service ethos.

Around the world, we improve essential services by managing people, processes, technology and assets more effectively. We advise policy makers, design innovative solutions, integrate systems and - most of all - deliver to the public.

More information can be found at www.serco.com