

For immediate release

Visitors get huge Welcome to Yorkshire at Leeds rail station

Visitors to Leeds rail station will notice the entrance is a rainbow of colours after brilliant new Welcome to Yorkshire signs were installed.

The huge new display, which is mounted above the main ticket barriers, is intended to give a bright, warm welcome to the city and Yorkshire for commuters and visitors alike.

This is a partnership between Welcome to Yorkshire and Network Rail and the display will be at the station for the foreseeable future.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: "This wonderful new installation has been put up to make sure everyone who arrives at Leeds rail station gets a huge warm welcome from everyone in Yorkshire.

"It's everything our magnificent county is: bright, modern, vibrant, eye-catching and welcoming."

Rob McIntosh, route managing director for Network Rail, said: "I'm delighted with the new burst of colour above the ticket barriers and commend Welcome to Yorkshire for this creative idea.

"We're always looking to work with our partners to improve the Leeds station, which is a vital gateway to the city, and I've no doubt this latest addition will be hugely popular."

The signs were installed in joint effort between Welcome to Yorkshire, Network Rail, Adverset and Mida Sign Services.

ENDS

Image attached: The signage at Leeds rail station

Editors' Notes:

- [Welcome to Yorkshire](https://www.welcometoyorkshire.com) is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.

- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £7 billion annually
 - The county's industry employs almost a quarter of a million people

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