

**For immediate release**

## **Bridlington land train brings Yorkshire coast to London**

Welcome to Yorkshire will be bringing a slice of the region's magnificent coast to the streets of London - as a seaside Land Train takes part in the Lord Mayor's Show.

The land train "Sea Breeze" is usually seen transporting holidaymakers along the promenades of Bridlington – but on November 11 it will be swapping the coast for the capital.

It will be one of 144 floats taking part in the prestigious procession which tours the streets of London in a tradition which dates back 802 years to 1215.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, will be joined on the float by guests from across the county.

In addition, Welcome to Yorkshire will be joined once again by Granny Turismo who will be wowing the crowds and keeping everyone entertained.

The show is unlike any other in the world, with over 7000 participants, 20 bands, 150 horses, hundreds of other carriages, carts, coaches and other vehicles including vintage cars, steam buses, tanks, tractors, ambulances, fire engines, unicycles, steamrollers, giant robots, helicopters, ships, penny farthings, beds and bathtubs.

It sets off from Mansion House at 11am, pausing at the Royal Courts while the Lord Mayor gives his oath, and then returning up the Victoria Embankment at around 1pm.

The procession is watched by more than 500,000 people who line the streets of London, as well as more than two million viewers on the BBC.

Sir Gary Verity said: "It's always a great moment when we unveil our float for the Lord Mayor's Show as every year we showcase Yorkshire with something new and exciting.

"This year has been a fantastic one for Yorkshire's coast which featured in our hugely successful garden at Chelsea Flower Show in May. The Sea Breeze land train is such a popular event for visitors to Bridlington so it was important to make it an integral part of our float this year."

**ENDS**

**Editors' notes:**

- **Welcome to Yorkshire** 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 tourism and hospitality industry employs almost a quarter of a million people

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