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## **COASTAL CELEBRATION MAKES HISTORIC STOP IN LONDON New BC Ferry promotes Vancouver 2010 Olympics and BC Tourism**

VICTORIA – BC Ferries’ MV Coastal Celebration arrived in London, England this morning for a special promotional stop on its way home to British Columbia.

The 160-metre brand new vessel, the largest double ended ferry in the world made its way up the Thames River and moored just east of historic Tower Bridge in downtown, London.

BC Ferries Executive Vice President of New Vessel Construction, Captain Trafford Taylor, departed the vessel and delivered an official invitation to the City of London to come to beautiful British Columbia, Canada and the Vancouver 2010 Olympic and Paralympic Winter Games.

The MV Coastal Celebration is a giant “floating billboard” dedicated to promoting both tourism in British Columbia and the Vancouver 2010 Games. The large photographic decals are the largest marine application of printed graphics ever undertaken in the world and were created in collaboration with 2010 Olympic sponsor 3M Canada. The special promotion is also an Olympic first.

The boldly visible vessel was viewed by thousands of Londoners and U.K. visitors as it made its way up the Thames River into the heart of the city.

The ship’s progress including course, position and speed can be viewed from a link on BC Ferries’ homepage at [www.bcferrys.com](http://www.bcferrys.com)

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### **Photos from London attached**

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