



EDWARDS COACHES PARTNERS WITH ABER VALLEY MALE VOICE CHOIR

Award winning company Edwards Coaches is pleased to announce its partnership with the renowned Aber Valley Male Voice Choir.

The partnership builds upon Edwards' continued support and investment in its local community, including transport for fundraisers at Velindre Cancer Hospital and its competition to offer free advertising for a charity.

Aber Valley Male Voice Choir celebrates its 60th anniversary this year and has sung across the globe including performances in the USA, Canada, France and Spain. In 2015 and 2016 the choir was invited to sing at the InterCeltic festival in Lorient, Brittany, which was the largest ever.

The choir have used Edwards' coach hire department for years and so it's very fitting that the two have now joined forces.

Geraint Evans BEM, musical director said: "Our motto 'Have Song, Will Travel' is certainly an apt description of the choir's relationship with Edwards Coaches. We have hired their coaches for many years and found the company very accommodating to our needs. The choir's relationship with the company couldn't be better."

Jason Edwards FCILT, Managing Director of Edwards Coaches said: "The choir is as much a part of the DNA of South Wales as daffodils growing on the hills and so they are a natural fit for us at Edwards to partner with. Both organisations have a long history in the area and the opportunity to support such an institution is nothing short of an honour. Not to mention that they've promised us a free performance at head office!"

Ends.

Company Overview:

- Edwards Coaches Ltd was established in 1925
- Celebrating 94 years in business this year
- Award winning National Express operator, including the Gold Standard Operator
- Still family owned and run, now in its 5th generation.

Notes to Editors:

- Edwards Coaches are a well-established family business and one of Wales' leading premier tour operators boasting a history of innovation that began in 1925.
- The company has grown from a small operator of 18 vehicles in 1970 to 60 vehicles by the year 2000. Today (2019) there are 300 vehicles operated.
- Edwards continues to operate a popular local bus service which operates from the Pontypridd to Cardiff area, including the Royal Glamorgan Hospital.
- Edwards transport over 80,000 clients on their own holiday programme
- In addition Edwards boasts a team of enthusiastic and knowledgeable group travel experts, who give large groups the opportunity to tailor their own tours and can assist them in making their ideas a reality. They also have an extremely busy private hire department that provides coaches for not only local clubs and societies but the Wales rugby and football teams, Cardiff City football club, The British Lions and most of the visiting teams to the Principality Stadium. Edwards boasts an unrivalled educational tour department called Edwards Education and Youth Tours, which provides high quality tours and travel for schools and colleges. In addition they own and run the Portbyhan Hotel in Cornwall.