

EURAIL GROUP SELECTS SPRING O'BRIEN

TO PROMOTE EUROPEAN RAIL TRAVEL IN NORTH AMERICA

NEW YORK, NY, January 28, 2016 – Spring O'Brien has been selected by the Eurail Group to provide PR and marketing services to promote Eurail and its rail products throughout North America.

Spring O'Brien will leverage its relationships with A-list editors, journalists and European tourist boards to create travel trade and consumer attention around the advantages of train travel in Europe. Eurail Passes are synonymous with flexible rail travel throughout Europe, giving travelers the opportunity and freedom to experience the culture, history and sights of Europe at their own pace. Today, over 330,000 people of all ages use Eurail Passes each year as they explore any or all of the 28 member countries by train.

Established in 2001, Eurail Group G.I.E. is the organisation dedicated to the management of Eurail and Interrail products, for both non-European and European residents respectively. Based in Utrecht, the Netherlands, Eurail Group G.I.E. is wholly owned by over 35 railway and shipping companies in Europe. Visit www.eurailgroup.org for more information.

Founded in 1982, [Spring O'Brien](#) (recently acquired by Myriad), is a New York based integrated marketing solutions agency specializing in travel and hospitality communications, developing customized public relations, social media and branding campaigns, as well as digital marketing and travel trade programs. Find us on [Facebook](#) and follow us on [Twitter](#).