



PRESS RELEASE

NEW CORPORATE IMAGE

The famous Zig Zag Railway, in the Blue Mountains east of Lithgow, has just launched a new brand.

The Railway enlisted the help of Digital Wisdom, a local media and design company in Lithgow to come up with a new brand. Digital Wisdom were also commissioned to design the new Zig Zag Railway website which has also been launched.

The railway's Chairman Rodney Redwin explained that previously we didn't have one logo and one brand. As a result, much of our marketing was confused and people couldn't quickly identify who we were from our many logos.

"The railway has long been a supporter of local business and we are delighted with the job they have done. Digital Wisdom were able to identify some of the iconic features that make the Zig Zag Railway the experience that it is. We are happy that they managed to capture all of them in our new logo."

The new logo features a stylised steam train crossing the famous Zig Zag viaduct with the green hill representing the rolling green forested hills surrounding the railway.

The railway's General Manager Michael Forbes, added "Following a review of the railway's corporate image, we have introduced a new logo and house style. We are very proud of it and hope that the website provides a great opportunity to show it off".

Michael then explained that the railway now has to start rebranding all its pamphlets, buildings and carriages with the new brand. "It's a big job, but we are looking forward to the challenge."

About the Zig Zag Railway:

The Zig Zag Railway is a not-for profit Co-operative which operates steam trains for eight kilometres through rugged Blue Mountains scenery over the world-famous Zig Zag, opened in 1869. Trains run every day of the year, except Christmas Day from Clarence Station, on Bells Line of Road, a few kilometres east of Lithgow. Steam trains operate on Wednesdays, Saturdays and Sundays, and every day during school and public holidays. A conducted tour of the line, using a vintage diesel Railmotor, operates on other days.

Zig Zag Railway Co-op Limited
PO Box 1, Lithgow, NSW, 2790, AUSTRALIA
Phone: +61 2 6355 2955 Fax: +61 2 6355 2954
Web: www.zigzagrailway.com.au , E-mail: info@zigzagrailway.com.au