



PRESS RELEASE

NEW ZIG ZAG RAILWAY WEBSITE

The famous Zig Zag Railway, in the Blue Mountains east of Lithgow, has just introduced a new website. After many years of providing sterling service, the old award-winning website has followed the steam trains of yesterday into the history books.

The railway's Chairman Rodney Redwin explained that the railway has put a considerable effort into analysing what people want from the website. As a result it has added new features such as on-line bookings and expanded details on the very successful and popular Friends of Thomas and Wizard Express special events, together with a simplified and more accessible timetable.

"The old website was set up at a time when relatively few people had access to the Internet, page loading times were slow and on-line bookings were almost unheard of" he said. "Today's new site acknowledges the widespread use of broadband and wi-fi and provides additional facilities".

"When we started the website it could almost have been considered a luxury, but today it is the main source of information for many of our visitors. We realise that people today are in a hurry to get information, and we have tried to make it as quick and easy as possible for prospective passengers to find the details they need".

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, and this website provides the first opportunity to show it off. We are very proud of it and hope that people like it".

He explained that the new website will gradually be expanded with additional facilities, and will also be used to provide additional communications with the railway's volunteer members through a members only section in due course.

The railway is seeking feedback on the new website. As Chairman Rodney Redwin said, "We realise that it is very different from the old website, and we would like people to let us know what they like and dislike about the website. With anything new there are always changes which can be made to make it even better, so please let us know what you think".

"Even if you have used our old website, I would urge people to have a look at the new one" Rodney added.

The new website can be found at www.zigzagrailway.com.au.

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.

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