
Eurostar gets festive with Christmas kids kit

By **Jane Hobson** on December, 10 2019 | Amenities & Comfort



Kits activity kits creator [Milk Jnr's & Kidworks](#) is launching a Christmas themed kit for [Eurostar](#) that will roll out across the fleet of trains in time for the peak festive period.

Designed and created by the Manchester-based company, the contents and packaging of the Christmas On Board kits are fully sustainable. They feature a new character called Astra the Star, an Astra ornament, a boardgame, a guessing game and other activities and puzzles – all of which can be played in a group around the on board tables. Some of the activities are inspired by the countries and cultures that Eurostar connects and English, Dutch and French are used throughout the kit.

“This is the first piece of work that we have created for Eurostar and we are delighted with the result,” said Steve Longbottom, Account Director at Milk Jnr’s & Kidworks. “We really feel that it captures the true essence of the brand and will engage young travelers at the most exciting time of the year.”

Messages about the advantages of train travel over air, such as a lower carbon footprint, easy city-to-city travel and a more sociable way of traveling, have also all been incorporated.

“Milk Jnr’s has done a fantastic job of encapsulating what Eurostar stands for,” said Rebecca O’Leary, Head of Products and Services at Eurostar. “We’re sure that this new Christmas kit will help families traveling with us to enjoy quality time onboard together over the festive season.”