

28th MAY 2017

NORTHUMBERLAND DAY

Ways to Get Involved

Ideas of How to Get Involved

- Spread the word. Put information on your website, in your newsletters, on leaflets in your shop, on noticeboards
- Stage an event – a street party, a community event, a house party
- Dress in yellow and red for the day! We want to turn the whole county yellow and red on Northumberland Day and the period leading up to it!
- Decorate your house, attraction, shop window in yellow and red
- Create the 'biggest', 'smallest', 'heaviest', Northumberland something
- Stage a Northumbrian world record
- Hang out bunting and flags
- Create a very special Northumbrian delicacy
- Create a new dish or product rooted in Northumberland's heritage
- Put on a Northumberland menu
- Create a new tippie, cocktail or special brew in celebration of Northumberland Day
- Use Northumbrian dialect and words for the day & teach visitors their meaning!
- Lay on a sporting challenge that has its roots in Northumbrian heritage
- Dress up – St Oswald or Grace Darling ... the choice is yours!
- Arrange a natural tourism event – a wildlife or countryside walk, pond dipping, squirrel seeking, bat walk, special dark skies experience
- Re-enact something from Northumbrian history
- Put Northumbrian flags on your vehicles
- Light up your building in Northumberland's colours
- Stage Northumbrian food tastings
- Introduce your customers to the sound of the Northumbrian pipes
- Decorate a public area – via yarn bombing; tree decoration

- Knit the longest Northumbrian scarf!
- Ask your pupils or customers to write a poem about Northumberland or create a piece of art that depicts Northumberland
- Create a Northumberland mosaic out of beach glass
- Organise a Northumbria-wide relay of something
- Brand your sheep with the Northumberland flag!
- Put on a music festival
- Create a piece of art inspired by Northumbrian culture
- Name things after famous Northumbrians for the week
- Hook up with other businesses and have a 'trail' or a 'treasure hunt' between businesses
- Put the Northumberland flag over your face on your Facebook page.
- Arrange for Northumbrian face painting for kids
- Create a Northumberland wedding dress out of tartan
- Dress your dog up in Northumberland colours
- Have a yellow and red non-uniform day in school
- Wear a yellow and red wig
- Offer to take part in an email exchange with residents of Northumberland USA, Canada and Australia, to tell them all about your Northumberland and find out about theirs
- Share everything on social media and spread the word! Follow us @NlandDay on Twitter and www.facebook.com/northumberlandday
- Inspire others – anyone you meet – to do *something!* Every little counts.
- TELL US WHAT YOU ARE DOING – WE CAN THEN HELP YOU PUBLICISE IT!

The Northumberland Day Flag Challenge

Leading up to Northumberland Day, we would like to see ambitious and passionate Northumbrians taking up a Northumberland Flag Challenge. Get the Northumberland flag into unexpected places and photograph it there, whether it is on a beach in Australia, a sunbed in Magaluf, or on top of a mountain. Let's get the flag pictured everywhere and talked about worldwide! If you're struggling for a flag, we will lend you one, if you promise to pass it on to the next person to take up the challenge. Flags can be bought on Amazon, if you want your own!

Turn Northumberland Yellow and Red!

We want to see as many people as possible turning Northumberland yellow and red in celebration of Northumberland Day. Northumberland schools can do that before they break up for the Whitsun holidays and then everyone else can bedeck the county in its bold colours for the day itself – Sunday May 28. Dress your hair, your face, your shop windows, your cars, your bicycles, garden borders and much more in yellow and red and don't forget to take those special coloured outfits out of the wardrobe on the day!

Sponsorship

Are you a proud Northumbrian business or entrepreneur, wishing to show your pride for your county through sponsorship? If so, we can create a package to suit your budget. Please contact Jane Hunt, at Catapult PR, on 01253 891114 – Nday@catapultpr.co.uk to discuss any thoughts that you have.