

# Northumbear's Apprentices

## The 'What is it?' and 'Where is it?' Challenge



Popular TV programme, *The Apprentice*, has featured, in the past, a very popular challenge, in which candidates are asked to identify what an oddly named item might be and then try to source it. Now, Northumberland Day's mascot, Northumbear, wishes to bring this challenge to Northumberland Day!

We are looking for shops, food businesses, craft artisans and others to think of something that they sell, or have on their premises or on their menu, which has a **strange and unusual name**, which could become part of our challenge. We wondered whether that might be you?

### How does it work?

In our version of this challenge, we will:

- **post the names of the items to be found online** (at our website and on social media).
- **ask entrants to find a shop/eatery/place that sells the named items** (so the more peculiarly named item you can give us, the better).
- **ask entrants to put the name of the venue that has the item on their entry form and say what the item does or is.**
- **provide a prize to the winning entrant who only goes this far with their entry.**

However, we shall have a bigger prize for someone who buys the item, orders the dish or asks the shopkeeper/venue's permission to handle the item. To enter part 2 of the contest, they will need to be photographed with the item, at the venue at which they found it, and then post that picture on Northumberland Day, with relevant hashtags and social media tags for the venue.

We shall also provide **post-challenge publicity** to each venue that participated by giving us the name of an item, explaining what each item is and how it is used.



## How to get involved

Just contact [office@northumberlandday.co.uk](mailto:office@northumberlandday.co.uk) and give us the name of your suggested, lesser-known item, object, foodstuff or something else, which you have in your shop or venue. Include your contact details, so we can get in touch with you and we can then take it from there.

We hope you can come on board with this Northumberland Day initiative. The contest should help raise awareness of your shop or venue and help you play a part in Northumberland Day.

If you have any questions, please call Northumberland Day founder and organiser, **Jane Hunt**, on **01253 446925** or **07711 628661**. Just leave a message and we will call you back.

