

WONDERING HOW YOU CAN CELEBRATE SOMERSET DAY?

Fly the Flag for Somerset - Living our Heritage



**SOMERSET
DAY** MAY 11TH

#FLYTHEFLAGFORSOMERSET
LIVING OUR HERITAGE

Overview

Somerset Day Community Interest Company is a not-for-profit organisation founded in 2014.

The CIC encourages communities, organisations, businesses and individuals to celebrate Somerset as a place to live, work, play and learn all year round, but especially over the weekend nearest to 11th May, Somerset Day, which marks the day in May 878 when Alfred the Great defeated the invading Danish army.

2022 Campaign

Fly the Flag for Somerset – Living our Heritage

Campaign: Fly the Flag for Somerset

2022 Theme: Living our Heritage

With an abundance of organisations within our County celebrating fantastic heritage, as well as new opportunities, Somerset Day 2022 will celebrate Living our Heritage - past, present and future.

Our campaign will officially launch in January 2022.



Why Get Involved

By Flying the Flag you'll be growing awareness of how great Somerset is.

By Flying the flag through our Somerset Day Trail challenge, you can explore our wonderful County as well as help celebrate our many great businesses, organisations, communities and landmarks, reflecting our present and future, just as much as our past.

Get Involved: Buy the Flag - Fly the Flag

Make sure you're ready to celebrate Somerset Day and show your commitment to Somerset on May 11th by buying a flag to fly.

- **Buy the flag for Somerset** – Flags, bunting, car and window stickers and lapel badges are available to buy at: www.somersetday.com.

Get Involved: The Somerset Day Trail Challenge

Join us in living our heritage by taking part in our 2022 Trail Challenge; an interactive map with details of physical destinations to help locals and visitors to explore the County in celebration of Somerset Day. The trail will be open from 2nd April 2022.

Take part by:

1. **Nominating a destination to add to the trail** – Use our online form to nominate your favourite places to visit in Somerset at www.somersetday.com

Some ideas to get you started:

- Food and drink destinations you love in Somerset
- Organisations you admire
- Great businesses who are part of the fabric of our communities
- Iconic buildings and landmarks
- Your favourite landscape, countryside or coast
- Things to do in a particular part of Somerset
- Events in Somerset happening between 1st April – 31st May 2022.

*Nominations open 1st February and close 18th March 2022. T&Cs apply.

2. **Help us spread the word about our Somerset Day Trail** – we'll be promoting our trail across our social media and other platforms – make sure to let your friends know you've nominated your favourite place!
3. **Get ready to visit** – from 1st April 2022, our trail will be open to explore. Set some time aside to map out where you'd like to visit before 11th May 2022.
4. **Tell us where you go** – once your list is complete, we'd love to hear where you plan to visit – we're expecting lots of Somerset flags and pictures/videos of your days out! Share your experiences to WIN.

Fly the Flag to WIN

Keep in touch on social media or via email.

Enter to WIN multiple prizes by taking part in our fly the flag competition. More details can be found on www.somersetday.com

Keep Up to Date

Updates and further information on how to get involved will be uploaded to our website and social media platforms regularly.

Go to www.somersetday.com for further information on our 2022 campaign and to buy a flag.

If you have any questions or would like to talk to us about your ideas for celebrating Somerset Day please email info@somersetday.com

Follow us on social media:

