

Dear Secretaries,

I wrote just before Christmas to again request your kind help in encouraging your towers to join in and ring out on April 23rd. We are now in our fourth year and how well so many of you have contributed to creating a growing and successful campaign for St. George's Day. The point of this letter to you is to spur you on and to help support and encourage even more ringers to take part. As I write Burns Night is being celebrated and so it should. But on April 23rd England has a double act for it not only is St. George's Day but Shakespeare's Day and how proud we should all be of such an inheritance. It is a sad reflection on our times that a BBC Cricket correspondent when asked recently by his Australian counterpart 'How do the English celebrate their national day?' he meekly replied, for all the world to hear as it was going live, that nothing much happened and that, as a nation, we really didn't do anything in particular. So this is the key to why Ringing for England was formed.

Such is the growing interest by the general public that a PR company has most generously come forward to help broadcast the efforts made by all bell ringers to a far wider audience and engage with people of note to help spread the word. And part of this exercise is to engage and inform people in the media (eg: cricket correspondents!) that most certainly something is very definitely happening. In turn this has a knock on benefit of reminding the public how fortunate they are to have in their midst so many volunteer bell ringers who form an integral part of our communities, which, again in turn, will hopefully encourage new ringers to come forward.

The more towers that ring out the more the public will hear and the greater the campaign will become and then as night follows day we will have a truly nationwide event.

This is such a worthwhile cause with a hugely untapped groundswell of public support which will be my role to play in and inform. I will keep you all informed of progress and in return, in order to help me help you, I would very much appreciate it if I was kept up to date with what the towers hope to do on the day.

Last year more regional radio stations and regional newspapers covered the occasion than before. I am hoping with the PR company on board we can now inform a far wider nationwide audience and gain their support and goodwill.

I look forward to hearing from you, meanwhile may I send
My Very Best Wishes for the New Year.
Libby

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