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HAPPY ST HELENA'S DAY

ENJOY & BE PROUD







St. Helena Tourism has developed a local awareness campaign which we're pleased and privileged to launch on St. Helena's Day 21st May 2008.

It's a local, awareness campaign designed to celebrate and be proud of St. Helena and what it has to offer. This will be a HUGE Campaign which will live with us for a long time. After all, this is our home and we have a lot to be proud of it!

This campaign is centred on building national pride and encouraging Saints to feel more positive about ourselves and our island. The campaign will communicate a positive image and message to everyone who visit St. Helena...let them know that we are PROUD!!!

Campaign Goals:

-  To improve the image of St. Helena through Saints
-  To showcase the fantastic things Saints are doing and have done on our island
-  To promote and carry out best practice in our jobs, businesses and our environment
-  To encourage people to reacquaint themselves with the iconic and historic places and events on St. Helena.

Happy St. Helena's Day

The 'Proud of St. Helena' campaign will be achieved through lots of hard work and support from everyone.

We all know how frustrating it is when an individual or an organisation contributes something beneficial to the community, only to have it destroyed or disfigured by graffiti, littering, vandalism, theft and so forth, which shows that some of us are not proud of our home, let's all keep it tidy, show it off, respect it and enjoy it!!!

We must showcase the St. Helenian talent and highlight what the island has to offer. During this campaign, you will see and hear about works and talents accomplished by 'Saints'.

Enjoy & Be Proud!!

The Proud of St. Helena campaign will run continuously where new and fresh activities and merchandise will be available to help gain momentum and to sustain the campaign in the long-term, making sure that interest and motivation isn't lost.

Everyone will have a part to play in that we can all be good ambassadors for St. Helena. The result will be that 'Proud of St Helena' will not only be the name of this campaign but a way of life.

Listen out for various planned activities and events which will all form a part of the **Proud of St. Helena** campaign. The first two are introduced here today, come on and take part in **Beauties & Beasties** and **Seven Wonders of St. Helena**.