



31 May – 6 June 2010



Get involved in National Family Week

It's official. National Family Week will be back, bigger and better in 2010. Between **Monday 31st May and Sunday 6th June** get set for more record breaking excitement, giveaways, competitions and activity ideas to encourage families to spend quality time together.

National Family Week aims to highlight the important role families play in society and encourage healthy active lifestyles and quality family time. Now in its second year, National Family Week is the largest coalition on family issues and is backed by all major political parties and a huge range of national charities, local authorities, community groups, visitor attractions and sporting associations plus a whole host of celebrities.

The Week offers a unique opportunity to promote the good work your organisation does to engage and support families and family life locally, within the positive context of a celebratory national occasion. We are encouraging not-for-profit organisations to support this campaign by running events and activities for families in their local community.

Here are some ways that your organisation can get involved with The Week:

- Host an event based on a National Family Week theme day for example, the Family Week Picnic on Monday 31st May, Family Week Story Time on Wednesday 2nd June or the Family Week Sports Day on Saturday 5th June.
- If you already have events taking place in The Week, you can simply brand them as National Family Week, to use this as a platform to promote your events.
- You can include the National Family Week logo on your publicity material and upload your event(s) onto the online events map on the National Family Week website.
- A number of local authorities, schools, childcare centres, faith groups and community groups will be organising events; perhaps you could run an activity at one of these?
- Look on the National Family Week website and direct families to the larger, flagship events near to them.
- Inform your networks and encourage them to get involved in The Week too.
- In the run up and during The Week, display National Family Week posters on your notice boards. To receive free branded material to create a display, email Bee Sachania at bee@nationalfamilyweek.co.uk

For further information, ideas and to register for the Partner Zone visit

www.nationalfamilyweek.co.uk