

# NEW <sup>02.21</sup> ANNUAL

Hi,

We are really looking forward to New Annual in February 2021!  
As part of ongoing promotion ahead of the festival, we are asking the City's tourism operators to assist us in promoting the event through their own channels to drive attendance and participation throughout the duration.

Attached on the next page are two New Annual images which we would love for you to post on your socials. They are generic New Annual imagery – one with the tag 'We Are New', and the other with the New Annual dates.

There are captions for these posts attached below and again, these are as open or closed to interpretation as you like – but it is important that we are driving traffic to the New Annual Instagram page and website to promote the festival.

In all instances, please be sure to tag @newannual (on Instagram) and use the hashtag #wearenew.

Thanks for your co-operation in helping to make New Annual a success, and we can't wait for New Annual in February 2021!

## **Instagram captions**


#1

Suggested image: New Annual branded image 

*With all IG posts, please tag @newannual and use the hashtag #wearenew.*

Potential caption: @newannual is @citynewcastle.au's inaugural arts festival, and it's all happening in February! Head to the festival Instagram page, or newannual.com, and find out more! #wearenew

#2

Suggested image: New Annual dates 

*With all IG posts, please tag @newannual and use the hashtag #wearenew.*

Potential caption: @newannual is on in Newcastle from February 12 – 21, and we can't wait! Head to their Instagram, or find out more at newannual.com #wearenew

**NEW  
ANNUAL**

**WE  
ARE  
NEW**

**N  
A  
N  
A**

**NEW  
ANNUAL**  
**FEB 12-21.2021**

