



Publicity

Publicising Twinning activities is important for Association members themselves as well as to stimulate wider interest in the community.

Below are a few ideas for publicity:

- The Press
 - Radio
 - Television
- Signs at the entrance to towns and villages
 - Dedicated notice-boards in libraries
 - Notices in shops
 - Notices in Supermarkets
 - Newsletters
- Encouragement and involvement of other organisations

e.g.

1. Schools
2. Sports Clubs of all kinds
3. Choirs
4. Orchestras
5. Bands
6. Social Clubs
7. Interest groups

Organisations can usually expect to find at least an approximate counterpart in the Twin town and experience shows that these contacts are enjoyable and enriching.