Introduction

Please spread the word and help us make the city’s celebrations the biggest and best yet.

How you can help:

- Follow the event on social media and like and share our posts:
  - Twitter @ChineseNYMCR
  - Facebook/ChineseNewYearMCR
  - Instagram/ChineseNewYearMCR
  #ChineseNewYearMCR
  #YearoftheRat

- Share your events, products and promotions on social media and tag #ChineseNewYearMCR.

- Promote Chinese New Year celebrations to your own customers, feature activity on your website and share with your customer database.

- Print and display Chinese New Year promotional material in your venue.

With four days of activities, please spread the word and help us make the city’s celebrations the biggest and best yet.

Marketing

Marketing materials and press releases can be downloaded at manchesterBID.com/CNY

For additional information, marketing materials and promotional collateral please contact Siobhan Illidge.

siobhan.illidge@cityco.com
0161 838 3250

Press

For all press and media enquiries please contact Echo PR:

anoushka@echo-pr.co.uk
kat@echo-pr.co.uk
CHINESE NEW YEAR 2020
ELEMENTS

All artwork files can be found via: manchesterBID.com/CNY

Typefaces

Brown Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012346789

Brown Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012346789

Primary Colour

C: 0
M: 94.5
Y: 92
K: 0

Secondary Colour

C: 15
M: 26
Y: 60
K: 3

Tertiary Colour

C: 0
M: 0
Y: 0
K: 100

Tertiary Colour

C: 0
M: 0
Y: 0
K: 0
## Key Information

- **Happy Chinese New Year**
  - Friday 24 – Sunday 26 January 2020
  - Website: visitmanchester.com/chinesenewyear
  - Twitter: @ChineseNYMCR
  - Facebook: /ChineseNewYearMCR
  - Instagram: /ChineseNewYearMCR

Please use these hashtags:
- #ChineseNewYearMCR  #YearoftheRat

## Basic Copy

- The UK’s brightest celebrations. As the dark streets light up, welcome in the Year of the Rat.

- Featuring: A giant glittering Golden Dragon and thousands of beautiful red lanterns, plus street food, arts and crafts, fireworks and the famous Dragon Parade.

- Events across St. Ann’s Square and Chinatown
Main Illustration
Help us promote the festival by displaying adverts in any print (brochures, staff newsletters etc.) or on your website. Adverts can be resized to fit. Please contact siobhan.illidge@cityco.com

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**Generic Advert Templates**

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Happy Chinese New Year

新年快樂

Friday 24 – Sunday 26 January 2020

@ChineseNYMCR
visitmanchester.com/chinesenewyear

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Events across St. Ann's Square and Chinatown

Friday 24 – Sunday 26 January 2020

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CHINESE NEW YEAR 2020

ELEMENTS

Twitter Banners

Email Signature

Avatar Overlay