



## The Great British Public... get involved!

We are excited to let you know that the first ever **National Album Day** will be taking place on **Saturday 13<sup>th</sup> October 2018**.

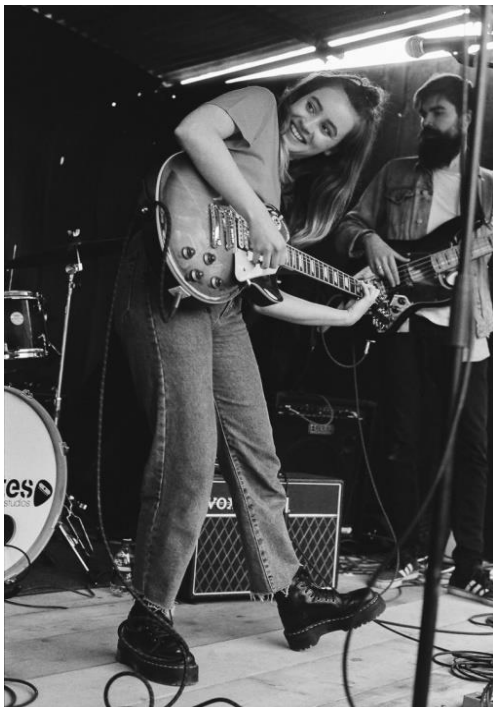
During the week of 7<sup>th</sup> October - 13<sup>th</sup> October, we're asking musicians, producers, songwriters, record labels and the public to celebrate **our mutual love of the album format**.

2018 marks the **70<sup>th</sup> anniversary** of the album format, making it the perfect time to show our respect of truly iconic albums, as well as our personal favourites and looking to the **future** of the album and how it will evolve in response to changes in technology and music consumption.

We will be celebrating not only its heritage but the **art of the album** across all genres and decades. The album artwork, track-listing and sequencing process are examples of how much thought, time and effort goes into making an album.

We want to encourage all generations of music fans to appreciate the format and highlight the **ongoing integrity and value** that the album has today. We'd love you, your colleagues, your friends and your family to all get involved!

**At 3:33pm on 13<sup>th</sup> October**, stop what you're doing, sit back, relax and play an album of choice in full from start to finish. It could be rejoicing in your favourite album of all-time or selecting an album you've never heard before. We want to see what your ultimate National Album Day album of choice is – let us know by using the hashtag **#NationalAlbumDay** and handle **@AlbumDayUK**.



## How to celebrate:

We welcome everyone to be a part of music history by celebrating the first ever National Album Day with us. You can do this by:

- Attending album playbacks and live in-stores during the week commencing 7<sup>th</sup> October. Events will be happening in record stores and music venues across the UK. An event listing guide will be available on the NAD website.
- Posting to your social media accounts about the Top 3 Albums that changed your life. Tagging @AlbumDayUK and using #NationalAlbumDay. Other ways to get involved on social media will be on the NAD website.
- Tuning in to online listening parties, album playbacks, Q&A's and more activities across Facebook, Twitter, Instagram and YouTube.
- Dressing up as your favourite album on National Album Day - 13<sup>th</sup> October. Either going into work, attending an event or throwing your own album themed party.

For more information or to get involved, please contact [megan@eraltd.org/](mailto:megan@eraltd.org/)  
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