

NATIONAL album day



Record labels... get involved!

The first ever **National Album Day** is being launched on **Saturday 13th October 2018**.

The event will celebrate our **love of the album format**- new and classic and across all genres – starting a national ‘conversation’ as it evolves in response to the changes we are seeing in music consumption.

We want to celebrate not only its iconic heritage but the art of the album and the **future** of the album. We want to engage a new generation of music fans, underline its ongoing integrity and value to artists and stimulate and sustain album sales going forward.

BBC Music are on board as our media partner and will be supporting with a week-long build-up of editorial and activities on air. We would love for you and your artists to be involved.

How to celebrate:

We welcome all artists and labels to get on board and be a part of music history by celebrating the first ever National Album Day with us. You can do this by:

- Organising live album playbacks – appearing in record shops/ music venues to play new or classic albums in full from start to finish
- Hosting online listening parties on artist social channels
- Acting as media spokespersons/ being available as ambassadors
- Releasing album products especially for National Album Day
- Supporting on social media with album related content, video messages, quotes and photos
- Story-telling - we want to hear the best album related moment, stories from your artists, interesting facts for fans, key anniversaries, content BBC to bring our love of the album to life.



For more information or to get involved, please contact:

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