



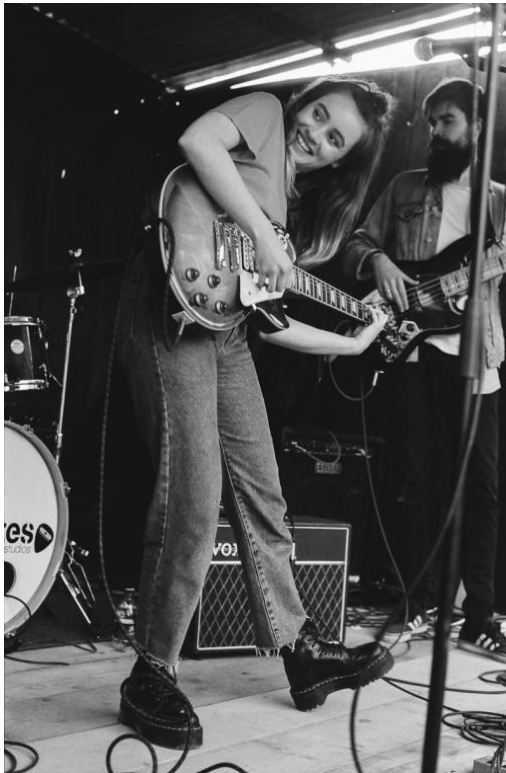
## Physical Retailers... get involved!

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**

The event will be a national celebration of our **love of the album format**- new and classic and across all genres –as it evolves in response to the changes we are seeing in music consumption. National Album Day will be announced in July, as 2018 marks the **70<sup>th</sup> anniversary** of the format.

We will be celebrating not only its iconic heritage but the **art** of the album and its **future**. 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 media partner and will be supporting with a build-up of editorial as week-long celebrations take place culminating on Saturday 13<sup>th</sup> October. We would love for you and your artists to be involved.



### How to celebrate:

We welcome all physical shops 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:

- Hosting album playbacks/ live in-stores w/c 7<sup>th</sup> October.
- Displaying NAD banners and POS sent out by ERA and carry branding on websites.
- Supporting on social media with album related posts w/c 7<sup>th</sup> October and using the #NationalAlbumDay.
- Playing albums in-store from start to finish.
- Staff 'dress up' as favourite album on 13<sup>th</sup> October.
- Run promotions: some retailers have expressed interest in creating bespoke promotions on album products which we wholeheartedly welcome.

For more information or to get involved, please contact [megan@eraltd.org/](mailto:megan@eraltd.org)  
0207 440 1596

