

Key Messages

FOR: VE DAY 80TH ANNIVERSARY

#VE80 is perhaps the single most important moment in shaping the image we have of our country. A huge moment to be proud of – when the country came together to take on fascism and defend democracy. So many gave their lives for it.

And this anniversary isn't like the others - it's likely the last major anniversary when veterans will be here to share their first hand memories of what happened. So we think we have a duty to celebrate their victory in style; but also an opportunity to learn from their experience.

That's why we're calling on the country to join us in making **#VE80** huge this year. While VE Day itself is the 8th of May – it's Bank Holiday Monday on the 5th of May when we're going to be encouraging celebrations in communities right across the country.

We're calling it the Great British Food Festival (or VEStival!) – and it only works if we all join in. It could be a BBQ with your mates, a street party, an estate party, a Big Lunch, a fry up, a curry night – we don't care – what we do care about is making this anniversary huge and using it to pull us together again, to remind us of what we have in common.

FOR: VE MAIL

VE Mail is the largest-ever national effort to pass first-hand memories from Second World War veterans to the next generation.

In 1945, people shared VE Day through letters. Now, 80 years on, we're inviting young people to send a **#VEMail** to a WWII veteran, sharing gratitude and keeping their stories alive.



Key Messages

FOR: THE GREAT BRITISH FOOD FESTIVAL

80 years ago, the nation came together to celebrate the end of the Second World War in Europe. To mark the occasion this year, we're having a great big party – The Great British Food Festival – and everyone is invited!

Back in 1945, crowds filled the streets in cities, towns and villages across the country – sharing the moment they had feared might never come. They celebrated the end of the war after five long years, giving thanks for victory, and the way of life it secured.

So, this bank holiday Monday 5th May, we will get together again over all our favourite food. It could be something as simple as cooking up a BBQ with your mates, a fry up, a curry night, a Big Lunch with your neighbours or even a street party.

The **#GreatBritishFoodFestival** is a chance for us to say thank you to the last of a great generation, and to celebrate the country we are today and the values we share, together. A chance to celebrate what's remarkable about our communities and the people around us today. Join us on Monday 5th May.

SUGGESTED SOCIAL MEDIA COPY

The **#GreatBritishFoodFestival** is a chance for us to say thank you to the last of a great generation, and to celebrate the country we are today and the values we share, together. Join us on Monday 5th May. **#VE80**

On Monday 5th May we are getting together over all our favourite food to celebrate **#VE80** in style. It's called the **#GreatBritishFoodFestival** and everyone's invited. We'll be celebrating our WWII victory together, just like people did in 1945, as families, friends and communities.

