



Dear Secretaries and Branch Secretaries,

There is no doubt the campaign has had its best year and all thanks to your support through your Guilds and Associations encouraging your wonderful ringers to take part. It is slowly, but very surely, capturing the imagination of the public and the correspondence I received was always positive.

The response from the media was also of surprise that such a delightful idea existed and, fortunately, many took up the challenge and ran with it. We had very good coverage from regional BBC radio stations where they did live broadcasts and indeed I was involved in several live interviews. With other radio stations and the odd local tv network and regional newspapers we were covered remarkably well. This is why I request the towers that are going to participate so that I can encourage the media to take an interest. Also I am able to put them in direct contact with the appropriate ringer who then, as often did happen, was given a live interview.

The only disappointment was from the national media. I fail to understand why they could not see this as a most happy and positive event joining communities together across the nation in celebration through the generosity of such a wonderful network as your ringers. There was one glimmer of hope in that Chris Evans in his Breakfast Show did call his listeners to go out and join in the campaign.

I am enormously indebted to you all for making this a growing event that is beginning to capture the public's imagination and hope you will continue such stalwart support into next year and help develop the campaign into a truly national event.

With My Very Best Wishes and Gratitude – Libby Alexander

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