

WELCOME TO 2014

“ Welcome to our newsletter. There are links to background stories on our website everywhere, and there’s a competition to win some champagne on the back page. ”



glendale pr

IN 2014

This year we are looking forward to some big events which will keep us all busy. Click any of these stories to read more.

- **THE NATIONAL BEEF ASSOCIATION' BEEF EXPO & SPRING SPECTACULAR**
- **THE 10TH ANNIVERSARY CHILDREN'S COUNTRYSIDE DAY**
- **THE 4TH NORTHUMBERLAND MUSIC FESTIVAL**
- **HARRISON & HETHERINGTON'S DAIRY EXPO 2014**
- **KELSO RACES**

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THE MEMBERS OF THE TEAM AT GLENDALE PR THAT WORK TO PROMOTE THE NEEDS OF OUR CLIENTS. AND ENSURE THAT THEIR PRODUCTS AND PRESENCE ARE ALWAYS IN THE PUBLIC ARENA.



The Glendale Team is fully featured on our website. Managing Director Barbara Huddart, Annabel Garven, Janet Pibworth and Rebecca Ashworth are on hand to deal with the many clients and projects the

media stories and organise journalist's visits. We arrange photography, and make sure that your website and social media are driving customers in your direction. We handle events, festivals and celebrations, and make sure



that people know about them, have been invited, or have got their tickets. We run training sessions for staff in all aspects of working with the media and in customer care and relations.



company handles. Also featured, with Janet, below is Nicky Barton who returned to New Zealand during 2013.

The company handles the indispensable side of businesses, organisations and events. We produce marketing plans, take care of public and press relations, write



2013 – A YEAR OF NUMBERS



500

THE YEARS THAT HAVE PASSED SINCE THE BATTLE OF FLODDEN.



We helped put this sometimes forgotten battle in the national news once more. The **Flodden 500 Commemoration** created an Eco-museum that brought together the places across the country that featured and the people who fought and died that wet September day, and united them with their occupiers and ancestors today.



THE CONCERTS STAGED AS PART OF THE NORTHUMBERLAND MUSIC FESTIVAL.



Featuring live, full-cream Opera, deliciously witty G&S, the traditional taste of Northumbrian Country Music, the spicy lyrics of the ladies of Jazz, and the musical bonbons of Rogers and Hammerstein – The third Northumberland Music Festival was, as you might have guessed – was both a feast of music and a feast with music! Its events were served up at Doxford, Eshott and Guisance Halls, with gourmet food as an accompaniment. We promoted and managed the event in conjunction with the three Halls, and their owner, Mr Robert Parker.

12

THE NUMBER OF ORGANIC AND CONVENTIONAL ANIMAL FEEDS AVAILABLE FROM NORTHUMBERLAND QUALITY FEEDS

We launched this new company with a big reception and a brand new website, in the summer.

Previously an organic feed producer, Northumberland Quality Feeds is a farm-based enterprise that knows what farmers need. They can supply the needs of all farm animals, whether organically reared or not, and they match the feed to the farm.



2

THE COUNTRIES NEIGHBOURING DEADWATER FARM.



Deadwater Farm is perched on the border of Scotland and England, up in the Kielder Forest area. From there,

rivers flow both ways through the borders of two countries. An ideal hideaway for an urban fugitive from either land you might think – a perfect place for peace and neutrality! It was also one of many distinctive and desirable properties we handled for Carlisle-based property company H&H land and Property.

2 AND 4

THE AA ROSETTES AND RED STARS AWARDED TO DOXFORD HALL HOTEL FOR FOOD AND ACCOMMODATION

Doxford Hall Hotel has raced into prime position as North Northumberland's finest hotel. It flatters its diners with food that has earned the accolade of 2 AA Rosettes, and pampers its residents with 4 Red Star services and facilities. We are grateful to the AA's inspectors for making our job of promoting the hotel so much easier!



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THE AGE FOR ANY GIRL WANTING TO PLAY FOR JARROW FOOTBALL CLUB'S GIRLS' UNDER 15 TEAM



Our client, Schiedel Systems, based in Washington, County Durham, has adopted the girl's team, as part of their commitment to their local community. Schiedel is

one of the UK's most important chimney manufacturing and installation companies, and they are keen to be known as a community player, as well as for keeping the nation's flues flowing freely.

12

THE NUMBER OF PLACES YOU CAN EXPECT TO FIND THE WORK OF AWARD-WINNING ARTIST MARY ANN ROGERS.



Mary Ann whose traditional animal portraits make her one of the nation's favourite animal artists knows that any object or use can be a gallery for her work. We have been spreading the word about the many ways you can enjoy her foxes hounds and hares, and lap up the luscious colours of her flowers and fowls. So mugs, calendars, cufflinks, scarves and i-phone cases all join the more than wall-to-wall exposure for Mary Ann –

whose pop-up art shops have also been seen in cattle markets and cathedrals in 2013.

2000

THE NUMBER OF VISITORS ESTIMATED TO HAVE VISITED CRIMPLE HEAD FARM, NEAR HARROGATE, AS PART OF NORTH SHEEP 2013



Hailed as a huge success, the National Sheep Association brought its biennial Northern regional event to Yorkshire to focus on the future of the sheep farming industry. It attracted farmers, academics, industry experts, exhibitors associated businesses and breed societies from throughout the UK. We made sure that its message reached into both town and countryside.

60

THE YEARS HM QUEEN ELIZABETH HAS REIGNED GLORIOUSLY OVER US, AND WE WERE THERE WITH OUR CLIENT, BEDMAX



Bedmax is a proud holder of the Royal Warrant, and was equally proud to attend the Coronation Festival at Buckingham Palace in the summer Coronation Festival.

Bedmax continues to occupy prime position as the nation's, as well as her majesty's, preferred horse bedding. Our services ensure its profile remains strong, and that the message about bedding gets to owners, riders, stables, trainers, colleges and universities – in the UK and across the world.

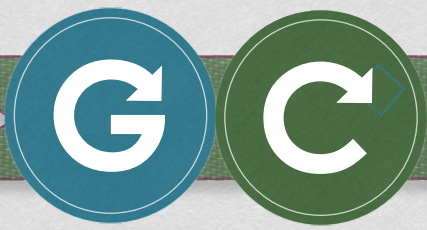
48

THE VOLUNTEERS AT HOWICK HALL GARDENS WHO BENEFITED FROM OUR CUSTOMER CARE TRAINING IN THE SUMMER



The service offered to customers is where public relations becomes relationships. Our course, which we ran in the summer, was designed to give the volunteers

who run Howick Hall the opportunity to reflect on customers' needs and how to provide for them. Howick featured in Robson Green's Tales from Northumberland on ITV in November and December



WIN CHAMPAGNE!!

There are 3 pictures on this page from our Photo Archives. Email us your caption, and the funniest we read wins a bottle of fizz!

info@glendalepr.co.uk

Your Name

Your Email Address

Your Caption

