

Wild About Dark Skies Festival

PR & Communications Support



Congratulations on running an event for the Wild About Dark Skies Festival!
Please find below some ideas and advice for promoting your event. If you have any questions or need help, please contact Emma White, Communications Officer on emma.white@highweald.org or for social media, Fiona McGuire fiona.mcguire@highweald.org.

To help you to promote your event we will provide you with:

- Suggested promotional text (e.g. for parish newsletters or websites)
- Social media captions and banners (attached)
- Individual posters for your events
- Logos – Lund Trust, High Weald National Landscape and Dark Skies logo

1. Promotional Text

Join the Wild About Dark Skies Festival and celebrate the High Weald's starry night skies!

Did you know the High Weald National Landscape has some of the darkest skies in the South East? The **Wild About Dark Skies Festival** is your chance to experience these breathtaking views and join the fight against light pollution, and *<insert organisation name e.g. 'Wild About Warbleton'>* are getting involved this year!

Join us on (Date of Event) at (Venue) starting at (Timings) – include event details

About the Wild About Dark Skies Festival:

Running from **Saturday 26 October to Sunday 2 November 2024**, the Festival promises a fortnight of stargazing, workshops, talks, walks and fun family activities.

The Wild About Dark Skies Festival offers something for everyone. Whether you're an avid stargazer, a concerned resident, or a family looking for a fun and educational outing, this Festival is for you. It's an opportunity for us all to come together and connect with the beauty and tranquillity of the High Weald National Landscape.

Why You Should Join the Festival:

This is more than just a celebration; it's a call to action. Light pollution negatively affects wildlife, contributes to climate change, and affects our own wellbeing.

The Festival aims to raise awareness about these issues and suggest small, simple lifestyle changes we can all make to help reduce light pollution in our own communities.

Come along and enjoy *(select from below dependent on type of event):*

- Planetarium shows

- Astronomy demonstrations
- Special guest speakers
- Dark skies walks
- Light pollution workshops
- Dark skies storytelling and fun craft activities for children
- And much more...

To find out more about the other events visit www.highweald.org/wildaboutdarkskies

Each event is led by a local community group, parish council or individual; some will require booking and others will be on a first-come, first-served basis. More events will be added shortly, so check back soon or [sign up to the High Weald National Landscape Partnership's eNews for further updates](#).

See you there!

The Wild About Dark Skies Festival is a collaboration between the High Weald National Landscape Partnership and Lund Trust.

Additional information you may want to use:

So what are dark skies?

Dark skies are defined by the Oxford English Dictionary as “places where the darkness of the night sky is relatively free of interference from artificial light.”

Light pollution today means that less than 10% of the UK population can enjoy a view of our own galaxy, the Milky Way. To make sure future generations can see the wonder of the stars, we all need to reduce light pollution.

Some dark skies facts

WILDLIFE: Research on light pollution shows it has an impact on wildlife as they often cannot forage for food, find their mate or they use up too much energy as they think it is daylight.

HEALTH: Light pollution affects our circadian rhythms and is linked to poor sleep patterns, cancer and mental health problems.

SAFETY: Did you know extra lighting does not always protect you from burglaries?! It helps criminals hide in the shadows.


2. Social Media

Dark Skies social media assets

- We have created some suggested social media posts for you to edit and use if you wish.
- These can be accompanied by the attached images
- Please tag @highwealdnl when you post on Facebook and Instagram so we can share them on our channels too. We want to support your event as much as possible.
- Use hashtags #WildAboutDarkSkies #DarkSkiesFestival #HighWeald #LightPollution

Suggested Social Media posts:

General post:

 Did you know the High Weald boasts some of the darkest skies in the South East? This autumn, we're celebrating this natural treasure with the Wild About Dark Skies Festival!

From October 28th - November 10th, join us for stargazing walks, family-friendly star parties, astrophotography workshops, and more, all designed to raise awareness about the impact of light pollution.


🌟 Learn how even small changes in our own backyards can make a big difference for wildlife, the climate, and our own well-being. 🌟

The Wild About Dark Skies Festival isn't just about stargazing – it's about protecting our environment and reconnecting with the wonders of the night sky. Let's embrace the darkness together! #WildAboutDarkSkies #HighWeald #ProtectTheNight

[\[Link to festival information/event schedule\]](#)

#WildAboutDarkSkies #HighWeald #Stargazing #LightPollution #darksky #darkskyuk

Facebook 1

🌟 Did you know the High Weald has some of the darkest skies in the South East?  Come celebrate our celestial wonders at the Wild About Dark Skies Festival this October/November! From stargazing walks to family star parties, there's something for everyone. What event are you most excited for?

[Link to festival information/event schedule\]](#)

#WildAboutDarkSkies #HighWeald #Stargazing #LightPollution #darksky #darkskyuk

Facebook 2

 Join us for a magical event at [\[Name of Specific Event\]](#) during the Wild About Dark Skies Festival! Learn about [\[insert topics here.\]](#). Don't miss this unforgettable experience!

[\[Link to Event Details\]](#)

#WildAboutDarkSkies #DarkSkiesFestival #HighWeald #darksky

Facebook 3

🌟 Dark skies are a treasure worth protecting! 🌟

Join us at the Wild About Dark Skies Festival (Oct 28 - Nov 10) across the High Weald National Landscape for a series of events designed to celebrate our celestial heritage and inspire action against light pollution.

Discover the magic of darkness and learn how you can help preserve it for generations to come.

#WildAboutDarkSkies #HighWeald #StarryNights #darksky

[\[Link to Festival Information\]](#)

Facebook 4

Ready to embrace the darkness? 🌍 The Wild About Dark Skies Festival is back, October 28 - November 10! Explore a range of events that celebrate our starry skies and raise awareness about light pollution. Let's protect this natural treasure together!

[\[Link to Festival Information\]](#)

#WildAboutDarkSkies #HighWeald #ProtectTheNight #darksky

3. Posters

To help with publicity and continuity of branding we will provide posters and will do print runs if necessary

- Poster sizes are A5/A4 and A3
- Limited number up to 10 can be laminated in house
- If you want larger sized banners you will need to have these printed locally and we are able to provide designs if information is provided in time.
- Please complete PR form so that all information that you wish to have on the poster is correct

Risk Assessments and Insurance

It is important that you complete a Risk assessment and have some form of public liability insurance when holding your event. I have attached a Risk Assessment please send a copy to Samantha.nicholas@highweald.org prior to your Event being held.

Photos

We'd love you to keep

us posted with your event photos – they're the best way for us to inspire others to apply for funding in the future. **Please send photos as jpeg attachments rather than embedded in documents.**

Logos

Please use this joint logo in any online or printed materials and the Wild about Dark Skies Logo (jpegs attached)



Don't hesitate to get in touch if we can help with anything else.

Good luck!

High Weald National Landscape team