

June 2010



Looking for an xtremely nice cup of tea...!

The City of Stoke-on-Trent is brewing-up a viral campaign, aimed at helping to highlight the fact that the UK's "Potteries" is the undisputed World Capital of Ceramics.

Local residents, visitors, and – indeed – ANYONE with a mug, or a teacup, bearing the world-famous Stoke-on-Trent back-stamp is eligible to enter a fun photo competition, showing themselves drinking tea in some of the weirdest, wackiest and most wonderful situations and locations, anywhere in the world.

Organisers of the competition now plan to make the most of social network media to both promote and showcase the competition, which will offer its winners some exclusive and valuable prizes.

The competition, due to be launched on Monday, June 21st, will have a first, second and third prize for the images judged to best sum-up the theme of this competition.

The first prize is a Wedgwood Tea Service to the value in excess of £500, a weekend break in Stoke-on-Trent, and a VIP trip to Alton Towers Resort. The second prize is a much-sought-after Flip Video™, and a weekend break in Stoke-on-Trent. And the third prize is a selection of Stoke-on-Trent attractions tickets.

The competition is being run as part of the City's centenary celebrations. The closing date for entries is September 30th.

"We want people to let their imagination run riot," explains Stoke-on-Trent Tourism's Julie Obada. "We're looking for the best examples of "Xtreme Tea Drinking", here. People having a cuppa while bungee jumping, perhaps; or with an exotic backdrop; or from the top of a mountain; or while standing next to an A-list celebrity! The more extreme, the better!"

All details of how to enter, and download an application form, can be found on the Stoke-on-Trent Tourism website: www.visitstoke.co.uk. And the best will be put on display both there, and via Twitter, Facebook and Flickr. The winning photograph will also be featured in the 2011 Stoke-on-Trent Visitor Guide.

The "Xtreme Tea Drinking" competition will also be promoted through all recognised social media sites.

Formed as a 'Federation' in 1910, the City of Stoke-on-Trent is celebrating its centenary in the same year that locally based pottery manufacturers Emma Bridgewater and Portmeirion are celebrating their own 25th, and 50th, anniversaries respectively; and Alton Towers theme park is 30.

Further information about Stoke-on-Trent, and the Xtreme Tea Drinking competition can be found at www.visitstoke.co.uk.

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