

## **PUBLIC RELATIONS REPORT**

I act as the Register's Public Relations Officer and I am also on the MG Octagon CC's Board with specific reference to Y Types, although Neil deals with all the Teccy stuff and he is the link for any technical stuff on Y's.

I work with not only the Octagon but also the MG Owners Club and have developed a good working relationship with each of them.

I also liaise with Paul Barrow's *International Y Type Register*, which is a web based resource and complements much of the information available on our own website. I am sure that all of you who use such media are well aware of the excellent information available and like both sites there is free access to both.

One of the benefits of sitting on the Octagon Board is the access that it provides to helping to promote the Y. Brian Rainbow (the Chairman) and the rest of the Committee and in particular Roger Muir the new editor of the *Bulletin* and have all been great in helping to promote the 70<sup>th</sup> Anniversary of the Y Type.

### ***Promoting the Round Britain Relay***

However, it is Brian who we must really thank for his and the Board's willingness to encourage a shared approach to Julian Bosworth's superb initiative in the *Round Britain Relay*. This commences in London on June 3<sup>rd</sup> 2017 and finishes at Abingdon on July 30<sup>th</sup> 2017. The 37 stages involve 52 Y's which an opportunity for a great exposure of the Y to a much wider audience. This has been helped quite considerably through the involvement and contribution of Peter James Insurance Company and especially Phil Beck, his Events and Show Manager. Through them we have been provided with promotional information and full access to the PR Company. They have been incredibly helpful and we began to promote RBR at the *Practical Classics Restoration Show* held at the NEC in Birmingham over 3 days (31<sup>st</sup> March – 2<sup>nd</sup> April). Peter James is also running a photographic competition on RBR and details will be produced both on our website and Facebook pages along with inclusion on the Octagon sites and Peter James' social media platforms. Graham Smith, is the Natter co-ordinator for the Octagon and will be contacting to see how the active Natters can contribute to the success of the event and help raise awareness of the Y. Lauren Gallagher, the Social Media contact for MGCC is also working with us as is Richard Monk from the Owners Club.

I had hoped to have a separate stand for the Y at the NEC Classic Car Show in November 2017. However, when I applied in March I was advised that there is a two year waiting list. I am hoping that MGCC, MG Octagon or MG Owners may be able to help

*Jerry Birkbeck*