



BECAUSE I'M A  
**LONDONER**

SHOWCASE YOUR BUSINESS  
AND LOCAL AREA WITH  
**BECAUSE I'M A LONDONER**

# Support London and share your best London stories:

Join us from 4 July using the #BecauseImALondoner hashtag and be part of the citywide Because I'm a Londoner campaign

## The campaign:

As lockdown restrictions begin to ease, the **Because I'm a Londoner** campaign encourages Londoners to rediscover their neighbourhoods and support local businesses.

Led by **London & Partners**, and supported by the **Mayor of London**, **Transport for London**, **businesses** and **councils** across the city, the campaign helps Londoners feel confident that going out and spending locally – when businesses are able to open – is safe and will be a great experience.

In July, **Visit London** and the **Because I'm a Londoner** campaign will celebrate the businesses that are open and encourage Londoners to rediscover the local places that make up their neighbourhoods.

## How to get involved:

- Celebrate your neighbourhood by sharing positive **London stories, videos, images and content** on your social media channels using the **#BecauseImALondoner** hashtag – showcase how you, your area and its businesses are adapting to the **"new normal"**; from your local **shops and markets**, to **restaurants, pubs, cafes** and **more!**
- Use the **#BecauseImALondoner** hashtag and tag **@VisitLondon** for the chance to have your content amplified on **Visit London's** social media channels and shared with our audiences.
- Start **sharing your content from 4 July** to be part of a community of influencers coming together to show support for London.

## Why should you get involved?

As London emerges from lockdown, we're reminded that our city is more than a place, it's a community. Let's unite to get our city back on its feet: **please use the #BecauseImALondoner hashtag to inspire Londoners by shining a spotlight on your local area and its reopened businesses.**

**Important note:** please make sure that your content promotes safe and responsible behaviours in line with UK government guidelines.