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.