

## **Show your support for Paisley 2021 today on DCMS Social Media Day!**

We are just days away from finding out if Paisley will win its bid to become UK City of Culture in 2021 as the Department for Digital, Culture, Media and Sport (DCMS) is set to announce the winner live on BBC's One Show on Thursday 7 December.

It has been an incredible two-year journey since the Paisley 2021 bid was launched. The town has discovered a new-found optimism and confidence during this time – and more than 34,000 people have got involved in the conversation around the bid.

Paisley was the only Scottish place to make the final shortlist of the UK City of Culture 2021 in July - and is the only town in the UK to ever reach this stage in the competition. Every Buddie should be proud of what our town has achieved.

The Paisley 2021 bid team will travel to current title holders Hull this week and present the town's cast to the judges on why Paisley should be the next UK City of Culture.

### **How you can help give us one last push!**

Before the final decision DCMS will be showcasing Paisley in a special social media day on **Monday 4 December (Today)**. We want you to take to our [Facebook](#), [Twitter](#) and [Instagram](#) channels (**@Paisley2021**) and show the judges just how much Paisley wants, needs and can deliver this title.

From 9:30am, tweet as much content about Paisley as you can and tell everyone what's great about our town using **#Paisley**. Make sure you also use **@DCMS** and **#CityofCulture2021**.

This will last all day, so make sure you keep posting about Paisley, share any messages of support you may have and tell all your friends to do the same!

Please feel free to use your own words and tell the judges what you love about Paisley and why Paisley is special to you. To make things easier - here are

some sample tweets that you can use:

**I think @Paisley2021 should be #CityofCulture2021 because.....(INSERT YOUR COMMENT)..... @DCMS**

**I'm backing #Paisley for #CityofCulture2021 because it wants, needs and can deliver a fantastic year in 2021! @Paisley2021 @DCMS**

**Paisley needs to be #CityofCulture2021 because it will help transform the town's future! Every Buddie show your support for #Paisley!  
@Paisley2021 @DCMS [www.paisley2021.co.uk/pledge](http://www.paisley2021.co.uk/pledge)**

If you're looking for some inspiration here's a reminder of some of the amazing things that have happened in the two year's since Paisley launched its campaign to be UK City of Culture 2021.

<http://www.paisley2021.co.uk/news/paisley-celebrates-two-year-anniversary-of-uk-city-of-culture-2021-bid-launch/>