

MEDIA INFORMATION

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PR Contract awarded for Bradford 2025 UK City of Culture Bid

Ilkley-based AMA will provide creative and tactical PR support as part of a media and stakeholder engagement strategy for Bradford 2025.

The agency will communicate with audiences across the Bradford district and beyond, marking key milestones over the next 18 months as the bid is developed and submitted, leading up to the announcement of the winning city in December 2021.

Richard Shaw, director of Bradford 2025, said: "We're thrilled to have Anita Morris Associates on board. As a national agency based locally, the team has an incredible amount of knowledge and expertise of the cultural and creative sector here in Bradford and the wider region.

"Their experience in delivering dynamic campaigns which capture national and international media attention also set them apart and we look forward to working with them as we prepare Bradford's bid to become the next UK City of Culture."

Managing director Anita Morris added: "We've worked across the North of England for 21 years and have seen first-hand the powerful role that culture can play in the social and economic transformation of towns and cities. It's fantastic news that Bradford has placed culture at the heart of its future growth and there's a confidence and positive energy in the city that's matched by a growing number of national voices.

"When we pitched for this contract, we heard from leading figures from sport, business and the media that they back Bradford's bid. We're excited to play our part in helping the city to use this opportunity to tell its incredible story in its own terms and – ultimately – to win the title."