

## **Helly Hansen/ RNLI PR campaign**

I was wondering if you'd be able to point me in the right direction of someone to speak to regarding a campaign proposal with the Ann Glanville statue.

I'm getting in touch on behalf of Helly Hansen – global leader in technical sailing and performance ski apparel, as well as premium workwear. We are launching a new campaign with the RNLI, to demonstrate the importance of lifejackets and safety at sea.

As the Ann Glanville statue is located along the coast, I wanted to ask for your permission to place a large-scale lifejacket on the statue for a single day, in order to help raise awareness around the importance of wearing lifejackets (example attached).

If this is something, you'd be happy for us to do?

No dates provided.



**End of Report**