

# Media coverage of drawing the winning entry in the EYE prize draw

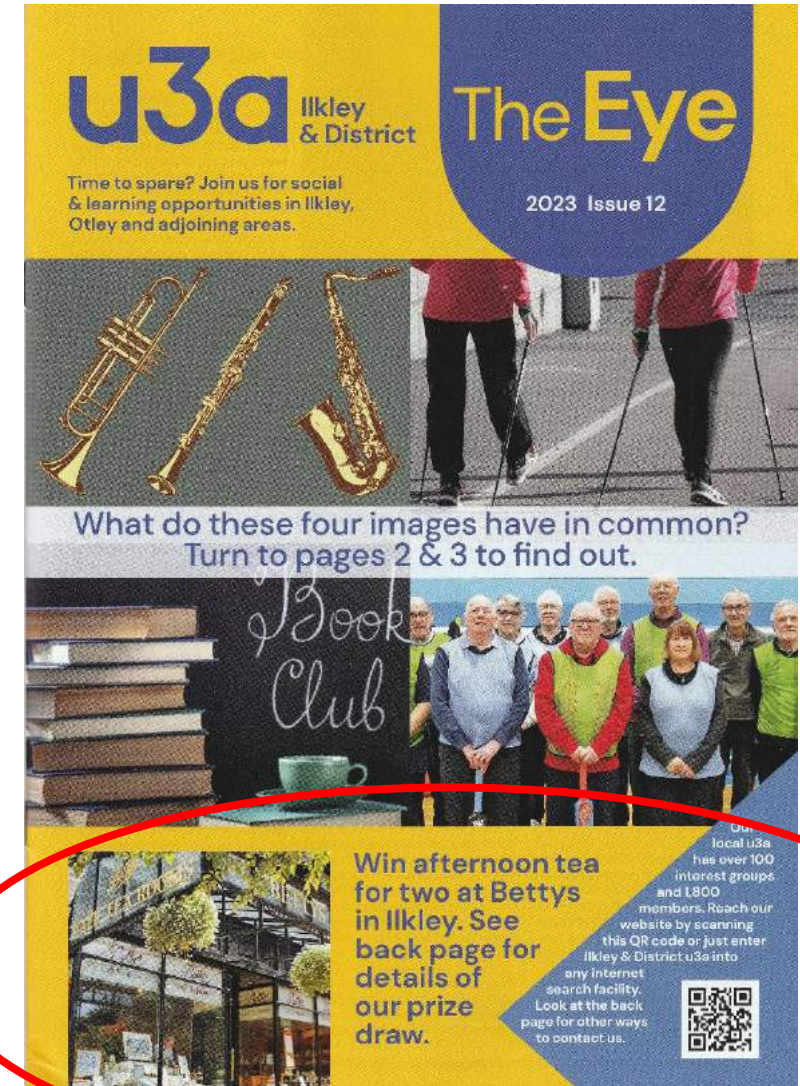
## Background information

The EYE, a 12 page full colour newspaper style publication, was published in May 2023. [An electronic copy is available to read by selecting this link.](#)

2,000 copies were printed and distributed throughout the district to be picked up in libraries and other locations including the Core in Otley and Clarke Foley in Ilkley.

The purpose of the publication was to increase awareness of u3a and to better inform existing members of the wide range of activities undertaken.

As an incentive to pick up a copy, the front cover featured a prize draw to win afternoon tea for two at Bettys.



The draw from over 100 entries was made by the Town Crier at the Ilkley Bandstand on Saturday 11<sup>th</sup> November 2023.

**Congratulations to u3a member Karen Bearder from Menston, our winner.**

THURSDAY, NOVEMBER 30, 2023

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# Oyez! Oyez! Town crier reveals competition winners



Isabel Ashman announces the winners

THE sight of Ilkley's Town Crier Isabel Ashman in full regalia drew the crowds in Ilkley as she processed, ringing her bell of office, along The Grove to the bandstand on Saturday, November 11.

Ms Ashman proceeded to announce the winning numbers of three lucky tickets from a competition in Ilkley and District u3a's magazine *The Eye*.

Prizes included afternoon tea at Bettys. The winning

ticket owner, Karen Bearder, of Menston, a u3a member, was delighted, saying: "Thank you. That was a lovely surprise, I can't remember when I last won anything."

Ms Ashman then read a proclamation written in verse by u3a member Denise Gaines Marsden on the reasons why the u3a can provide welcoming and challenging activities for all, from learning to dancing to fun and friendship.

u3a is thriving nationally and Ilkley and District is one of the most dynamic groups in the UK, and prides itself on constantly innovating and attracting members who wish to keep active and keep learning as they reach retirement age.

The dedicated fitness hub that Ilkley Tennis Club and u3a set up recently is proving a valuable resource for opportunities for fitness, fun and friendship.



The u3a event on the Grove in Ilkley

**Coverage in Ilkley Gazette on 30<sup>th</sup> November 2023**

## Coverage via social and other media

Our posts on Facebook were picked up and featured in social media posts by the Town Crier, The Bandstand Trust and even Berrys Brushstrokes (the firm of decorators who had recently repainted the Bandstand).

A feature of our own posts is the inclusion of video. [Select here to view.](#)

We have also supplied images to Ilkley BID and Ilkley Council for use in their newsletters so these may be featured again over the months ahead.

A clearer selection of images available to see at the end of this report



## The next four pages include a selection of images taken on the day.

Thanks to Alan Chandler and Janet Prescott Garland for images and press release text, to Helen Stevens for our social media posts, to Neil Stevens for the video and Marten Koopmans and Roger Sadgrove for erecting the banners. And also to everyone who turned up to provide a mini procession from Clarke Foley to the Bandstand, giving out leaflets on the way.









