

Summer of STAMPS

JULY-AUGUST 2020 • ALLABOUTSTAMPS.CO.UK

VIRTUAL FESTIVAL



PRESS RELEASE

Virtual stamp festival to launch in July 2020

The team behind *Stamp Collector* and the allaboutstamps.co.uk website are putting together a ground-breaking 'virtual stamp festival' which will bring together many different elements of the hobby for a month-long celebration of stamps, postal history and collecting.

The 'Summer of Stamps' festival will be launched on 9 July, offering collectors a **stamp marketplace**, featuring the latest stock and information from a wide range of stamp traders and auction houses; daily content, including **exclusive videos and guides** from organisations including the British Library and The Postal Museum; a **virtual goody bag**, featuring offers and discounts; and a **one-page competition**, supported by the ABPS.

Matt Hill, editor of *Stamp Collector*, said: 'We've been trying to work a little differently since the lockdown came into place in March. We've launched a weekly email, a regular podcast, and added special content on our website to support collectors who are at

home. We love attending events such as York Stamp Fair and Stampex International, and like everyone we are disappointed not to be able to attend them and chat to readers. So we began thinking of ways we could bring collectors together in other ways.

'The virtual festival is another way for us to help collectors, traders and exhibitors come together to share knowledge, buy and sell material, and celebrate our wonderful hobby. It's exciting to be working with so many organisations and putting together this new type of stamp event, which will attract enthusiasts from right around the world.'

The festival will be launched on 9 July to coincide with the publication date of August's *Stamp Collector*, and the issue of the magazine will feature a special pull-out guide, giving readers more information on the festival programme and how to get involved.

Sign up to the newsletter to keep updated, just visit: www.allaboutstamps.co.uk/account/register

What's a virtual festival?

In short, the festival is an online celebration of our hobby, allowing collectors to buy from trusted dealers, learn from experts with daily videos and articles, enter competitions, and more.

When and where?

The festival takes place from 9 July to 9 August at allaboutstamps.co.uk, and will be featured in the August and September issues of *Stamp Collector*.

Why?

We can't hold events right now, so this ground-breaking event gives collectors all over the world the chance to add to their knowledge and purchase material.

Find out more!

If you'd like to know more or would like to contribute content please contact Matt Hill: matthewh@warnersgroup.co.uk

For commercial opportunities contact Sarah Hopton on 07590 880477 sarah.hopton@warnersgroup.co.uk

www.allaboutstamps.co.uk

- Email open rate of 50% (industry standard is 20%)
- The website is brought to you by the team behind *Stamp Collector* magazine (the new name for *Stamp & Coin Mart*)

SUMMER OF STAMPS VIRTUAL FESTIVAL, IN PARTNERSHIP WITH...

