

# Pop Up London partner briefing pack



Pop Up London, launched today, is a free festival of family-friendly performances taking place across central London during October half-term (23 to 31 October 2021).

Part of the Mayor's Let's Do London campaign to encourage visitors back into the heart of our city and support jobs, Pop Up London will see over 200 artists and creative freelancers performing in public spaces including Trafalgar Square, Spitalfields and Canary Wharf.

The capital's rich cultural diversity will be celebrated with Brazilian drumming, Cantonese story-telling and Caribbean steelpans, alongside performances that explore themes of climate change, the digital age and gender stereotypes.

Delivered in partnership with Battersea Arts Centre and Found in Music, Pop Up London will support the capital's creative freelancers who have been hit hard by the pandemic.

We'd love it if you could:

- Like and share the posts from [@LDN\\_Culture](#) & @MayorofLondon on [Twitter](#) and [Facebook](#)
- Share the suggested posts below on your channels using the hashtag #LetsDoLondon
- Tag @MayorofLondon @battersea\_arts and @BuskInLondon

## Quick links

- Full media release <https://www.london.gov.uk/press-releases/mayoral/london-to-stage-mayors-free-pop-up-festival-0>
- Visit London article [Discover Pop-Up London festival - visitlondon.com](#)

## Assets to share

- Images here: <https://we.tl/t-Ov07C7CmuQ>
- London & Partners campaign toolkit : [Let's Do London: tourism recovery campaign - London & Partners \(londonandpartners.com\)](#)

## Suggested copy

Below we have provided some suggested copy for social posts, newsletters and web pages. Please feel free to amend to suit your tone of voice.

## Twitter

Coming to London for October half term? Don't miss Pop Up London – a free festival of family-friendly performances from our brilliant London artists and creatives freelancers #LetsDoLondon [+ LINK \(Discover Pop-Up London festival - visitlondon.com\)](#) [+ IMAGE](#)

## Facebook/ Instagram

This October half term, enjoy free, family-friendly performances from artists, musicians, dancers, comedy acts and circus performers across central London. With over 100 performances, there is something for everyone. Brought to you from the [Mayor of London](#), [Battersea Arts Centre](#) and [Busk in London](#).

Find out more here [Discover Pop-Up London festival - visitlondon.com](#)

#letsdolondon #london #visitlondon #mayoroflondon #LondonCulture #LondonLife #culture #Londonartist #Londoncreatives

## Newsletters

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Find out more here [Discover Pop-Up London festival - visitlondon.com](#)

## Contacts for more info:

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