



Milton Keynes City Centre - Let's make our City Purple.

Purple Tuesday is a global social movement and the #1 brand for improving the customer experience for disabled people and their families 365 days a year.

The initiative inspires leadership and staff of organisations from all sectors and sizes to foster awareness, deepen understanding, and implement solutions for enhanced accessibility in their customer environments. Participating organisations are dedicated to making public commitments each year to improve accessibility and practices, ensuring that disabled customers have a more inclusive and positive experience. These commitments involve initiating at least one new activity or initiative

The Purple Tuesday movement takes centre stage each year in November. It serves as a celebratory day, promoting accessibility and inclusivity. In 2023, this impactful event reached an astounding 29.5 million people, garnered over 6500 participating organisations and 7000 commitments to improve. The movement received substantial media coverage with over 3475 items across broadcast and print media.

The purple pound is worth
£274 billion
in the UK



Celebrate **Purple Tuesday** in Milton Keynes City Centre

This Year, marketing leaders from across Milton Keynes City Centre have joined together with the goal to turn our City Purple. We are looking for event partners who would be interested in participating in any of the following initiatives:

- centre:mk and Midsummer Place both have pop-up retail spaces available on Purple Tuesday (November 12th). We're looking for charities, organisations or businesses who want to engage with customers to showcase their products or services. Spaces must be used to be **engaging, educational** and **relevant**. The sale of products is permitted.
- Do you have any special Purple Tuesday promotions you'd be interested in running? Let us know!
- Wear Purple - Our hope is that as many businesses will encourage their staff to wear purple on the day.
- Decorate your premises! MyMiltonKeynes can supply you with purple bunting, purple balloons and printable signage available upon request.
- Light Milton Keynes City Centre Purple! Milton Keynes Theatre and centre:mk have already committed to lighting their building up Purple - Is there anything you can do?
- Can you commit to becoming a Purple Tuesday organisation? It's FREE to do and all you have to do is commitment to making one change as a business to become more accessible. You can do so here:

<https://purpletuesday.co/Get-Involved/Register-as-an-Organisation>

We are committing to providing coverage of the event as managed through a PR agency, Social Media coverage in the run up to, during and following the event, including through paid campaigns and influencer partnerships.

Interested?

Get in touch by emailing
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