



***Monday 3<sup>rd</sup> October 2011***

***For immediate release***

## **Tennent's Tales of the City...**

### **Nation's Favourite Lager Hands Pint Glass to the Public to Showcase Pride in our Cities**

Whether you love Edinburgh for its festival frenzy, Glasgow for its legendary banter or Aberdeen for its granite gleam, Tennent's Lager is asking Scots to put into words the pride and passion they have for their city to create a unique set of limited edition pint glasses.

In a first for the brand, this new campaign from Scotland's leading lager was unveiled today (Monday 3<sup>rd</sup> October), and sees Tennent's handing its pint glass over to the people of Scotland, asking them to log onto [www.facebook.com/TennentsLager](http://www.facebook.com/TennentsLager) to comment on what the nation's six cities - Glasgow, Edinburgh, Stirling, Dundee, Aberdeen or Inverness - mean to them.

The most inspiring and funny lines will be used to adorn six new limited edition glass designs released in bars this November – one for each city – in celebration of the new Tennent's advertising campaign, which depicts brand founder Hugh Tennent bursting with pride for his home city of Glasgow.

To kickstart the campaign, artist Vangeli Moschopoulos will be based in Glasgow's Central Station today to write quotes from a selection of well known figures from each Scottish city on a giant glass wall. Members of the public will be encouraged to add their own comments about what they love about their city to this glass wall throughout the day as they pass through the station or by commenting at Tennent's Facebook page.

Tennent's hope that the first contributions and glass wall display will inspire the nation to get involved. Some excerpts from cities so far:

**Glasvegas (Glasgow):** *'That's the Glaswegian mentality for you; nothing gets in the way of a good time'*

**Mark Miller (Glasgow):** *"People talk to you in the shops and the whole place has a friendly village mentality that's really quite unique. We should appreciate it and treasure not only our illustrious past, but also our bright future."*

**Idlewild (Edinburgh):** *'I love the fact it's got Arthurs Seat - pretty much a mountain, right in the middle of town.'*

**The View (Dundee):** *'Desperate Dan, Discovery and a few wee dark, dingy delights!'*

**John Rattray, professional skateboarder (Aberdeen):** *'There are places called Finzean pronounced Fingan and Dalziel pronounced Di-elle and Tough pronounced Tuch which makes me smile.'*

**Terry Butcher**, who has fallen in love with the city since becoming manager of Inverness Caledonian Thistle: *'Inv-air-ness- where the 'air' makes you feel better, sleep better and is cleaner than anywh-air-else'.*

**Gary Caldwell, footballer (Stirling):** *'So many great battles which William Wallace fought in and won for Scotland, gives me great pride to say I'm from Stirling.'*

Says Tennent's Lager Marketing Manager, Jane Cannon: *'Tennent's is rooted in Scotland and our new campaign has some fun in celebrating the quirks and distinctive humour of Glasgow in particular. Anyone out there who has pride in where they live, work or were born, now has almost two weeks to get online with their thoughts and we promise the most distinctive will have pride of place on our limited edition glasses. We can't wait to see what comments come in and we eagerly await the launch of the new glasses this November.'*

People have until Sunday 16<sup>th</sup> October to post what they love about their city at Tennent's Official Facebook page. Tennent's tongue in cheek new advertising campaign, the third this year from the brand, can be viewed exclusively at Tennent's Facebook page from Monday 3<sup>rd</sup> October. It sees Tennent's Lager founder Hugh Tennent and his trusty sidekick Barnes return, this time travelling through his Victorian-era Glasgow by horse and carriage and depicts Hugh talking about the pride he has for his home city of Glasgow. Hugh poignantly muses on the industry, the entrepreneurs, and the creativity, and says *'I feel proud to be part of it'* as he looks out onto the city streets seeing chimney sweepers and shipyard workers hard at work - without realising someone has made off with his carriage wheels!

Ends.

[www.tennents.com](http://www.tennents.com)

[www.facebook.com/TennentsLager](http://www.facebook.com/TennentsLager)

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**Notes to editors:**

- Tennent's Lager is Scotland's leading alcohol brand
- Tennent's Lager has been brewed since 1885 at the historic Wellpark Brewery in the east end of Glasgow, which was built by H&R Tennent in 1740 and today is the oldest running commercial concern in Glasgow
- Tennent's Lager is known as an industry pioneer, recognised as being the first commercial lager to be produced to scale in Scotland (and one of the first in the UK), and was at the forefront of introducing canned and draught lager to the UK
- The brand is renowned for its iconic 'Red T' logo and for its innovative marketing campaigns, including some of Scotland's most memorable and entertaining advertising
- Hugh Tennent was first immortalised in Tennent's advertising campaign in 2010.
- This is the third advert from Tennent's Lager featuring Hugh Tennent this year. Viewers have already seen Hugh and Barnes conceive the idea of holding a Victorian T in the Park, which was followed with a campaign in July showing the aftermath of the festival with the pair attempting to find their tents.

**Vangeli Moschopoulos**

Vangeli is an illustration graduate of Edinburgh College of Art who's work ranges from street art to fine art printmaking, Vangeli has exhibited his work around Edinburgh and across the UK. Combining text and image, his work reflects contemporary pop culture, referencing from sources as eclectic as 20th century literature, 50's jazz and 90's cartoons. [vangeli.co.uk](http://vangeli.co.uk)