**Press Release**

**Strawberry Field launches ‘People of Peace’ Awards in Liverpool as the city prepares to mark John Lennon’s 80th birthday**

As the city prepares to mark what would have been the 80th birthday of John Lennon in October, the team at Strawberry Field are launching a local search for Liverpool’s most inspirational ‘People of Peace’. The awards are launched today – on the International Day of Peace – in order to offer a unique way of celebrating the legacy of John Lennon, and encouraging the peace, which John so often spoke about.

Do you know somebody who has been promoting or enabling peace in their community? Do they display particular personal characteristics, which make them a Person of Peace? Does peace seem to follow this person around? If so, now is your chance to nominate them for this inaugural award.

Strawberry Field are seeking nominations from across Liverpool. All nominees must be resident in the city.

To enter your ‘Person of Peace’, visit the Strawberry Field website <http://strawberryfieldliverpool.com/peopleofpeaceawards-2020> or ring 0151 252 6130.

Captain Louise Brown, Fresh Expression Leader at Strawberry Field says:

“We felt that particularly during this time of pandemic, it would be wonderful to celebrate individuals. We have seen how during these months of Covid-19 and isolation, it has been so important to find new ways to connect with people, and many people have begun to find real value in the simple things in life. We celebrate the stories of hope across Liverpool where we have heard about neighbours reaching out to their neighbours in all sort of practical ways, whether it’s helping with shopping, or organising a street quiz, or picking up the telephone, all of these things have helped to foster peace in a time of crisis.

She continues:

“Peace is so needed today, just as it was when John Lennon was alive. Individuals need peace where all around them is fear and anxiety. Many countries need peace today because of war and conflict. Our world needs peace today more than ever. The Salvation Army as a Christian Church and Charity seeks to share the love and peace of God through everything it is and does. We value every individual and believe that each person on this earth has an important part to play.”

The awards launch today (Monday 21st September) and nominations remain open until Monday 2nd November, with winners being announced in December. The winners will have their photo and part of their story on display at Strawberry Field for one year.

Strawberry Field have appointed a panel of judges to select five winners. They are Major Kathy Versfeld, Mission Director of Strawberry Field; Paul Beesley, Blue Badge Tour Guide, Chair of the Association of Liverpool Tour Guides and broadcaster with BBC Radio Merseyside; Charlie Roberts, childhood friend of John Lennon and The Quarrymen – and author of *Just Like Starting Over*; and Lady Anne Dodd, philanthropist and champion of charitable causes across the city.

**-ENDS-**

NOTES TO EDITORS

The Salvation Army is an international Christian church and registered charity, which has been transforming lives for more than 150 years. Working in 131 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 750 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website www.salvationarmy.org.uk

Media enquiries please contact The Salvation Army Strawberry Field Press Team:

Laura Taylor, Marketing & Communications Manager, Strawberry Field: laura.taylor@savalvationarmy.org.uk, +44(0)7770 092552

Out of hours: 020 3657 7555 or pr@salvationarmy.org.uk

Location - Beaconsfield Rd, Woolton, Liverpool L25 6EJ

FACT SHEET

People of Peace Awards

* Five winners will be chosen, including three adult winners, one child winner (5-16 years) and one young person winner (17-25 years). A panel of judges will review all nominations and agree the five winners.
* Strawberry Field cannot accept nominations for anyone who is an employee of The Salvation Army, or Strawberry Field, or anyone who is professionally involved with Strawberry Field.

Visiting Strawberry Field

* The centre is a welcome addition to Beatles tourism in the city, with responsible tourism at its heart. It is home to a brand new visitor experience, complete with visitor exhibition, café, shop and gardens, as well as a Steps to Work programme, which aims to help young adults with learning difficulties and other barriers to employment into work.
* Tickets to the visitor exhibition must be booked in advance and are currently on sale at a reduced price. More details available at www.strawberryfieldliverpool.com
* The site is a short walk away from John Lennon’s childhood home in Menlove Avenue where he lived with this Aunt Mimi.
* Strawberry Field is open and accessible to everyone, thanks to its Changing Places toilet facilities please see our recent release: <http://www.strawberryfieldliverpool.com/news>

Visiting during Covid-19

* Strawberry Field is running a special offer until the end of September, all tickets must be booked in advance online <https://www.strawberryfieldliverpool.com/tickets>. Visitor Experience Adult entry is just £7.00 at this time.
* Under 16’s go FREE with paying adult
* Free admission with ID for NHS worker and guest – Strawberry Field is participating in Britain Unites – A nationwide initiative to thank our NHS, from the UK travel & tourism industry <https://www.britainunites.co.uk>
* The popular Imagine More Café at Strawberry Field is open but with a difference. Tables must be booked in advance by calling 07407088968.

Health and Safety

* We’re GOOD TO GO - Strawberry Field has been awarded Visit England & Visit Britain’s industry wide health & safety standard for visitors known as “GoodToGo”
* Visitors must book ahead to enable the team to control capacity across the exhibition, garden and shop.
* Social distancing of 2m must be adhered to on site. The site is currently operating limited visitor numbers.
* Temperature checks are being conducted upon entry.
* In line with the current UK government guidelines regarding wearing of masks, all visitors to our exhibition and retail store are kindly asked to wear a face covering in these areas.
* Media guides are disinfected before each use and touchscreen bags and disposable ear covers are available.
* Sanitising towers are available throughout the building.
* All facilities including toilets undergo strict cleaning throughout the day.
* Full details of health & safety standards can be found on the website <https://www.strawberryfieldliverpool.com/visiting-us-during-coronavirus>

The Salvation Army and Strawberry Field

* Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children’s home in 1936 and for nearly 70 years the site supported some of Liverpool’s most vulnerable children until it closed in 2005.
* A young John Lennon lived nearby and played in the grounds. It eventually inspired him to write the song Strawberry Fields Forever.
* The Salvation Army is a church and charity, working in 131 countries around the world, demonstrating Christian principles through practical support and friendship to people of all ages, backgrounds and needs.

The grounds and interactive exhibition

* Visitors through the exhibition learn about the site’s history and connection with The Salvation Army, including exclusive insights into the former Salvation Army children’s home, John Lennon's childhood and the writing and recording of the famous song, as told by John’s close friends and family.
* The Imagine More Café offers a tempting menu including breakfast, lunch and afternoon tea, sourced from local producers.
* The shop stocks a wide range of exclusive Strawberry Field memorabilia. An online shop is also available <https://store.strawberryfieldliverpool.com>
* The gardens, where John Lennon used to play as a child, offer a calm space for reflection and a place to explore spirituality.

Responsible Tourism

* Profits from the Visitor Centre help to fund the Steps to Work programme, which supports local young people, aged 18-25 with learning difficulties and other barriers to employment. The programme aims to remove barriers and support trainees into employment. The 12-18 month employability programme includes an 8 week ‘work readiness course’ followed by 3, three month work placements with a local employer, which could include the Strawberry Field shop, visitor exhibition, café or garden. These work placements include two days a week at work and two days a week at The City of Liverpool College.