**Tourism Matters - National Mourning Period and National Moment of Reflection: Business Toolkits**

Dear Tourism Industry Colleagues

Following our earlier enewsletter this week we wanted to provide you with the latest information received from VisitBritain.

**The Cabinet Office has created two visual toolkits, to be shared to mark the National Mourning Period and the National Moment of Reflection.**

**National Mourning Period toolkit**

A visual toolkit for partners, businesses, trade organisations, ALBs and the public sector during this time of mourning to show the country speaking with one voice of unity.

If you feel it appropriate, please feel free to display the EIIR cypher on websites, social media profiles, digital screens, and shop windows, wherever possible. Between now and, more specifically, on the day of the state funeral.

**Please find a link to the toolkit here:** [**https://we.tl/t-N4w4JcHU7v**](http://link.visitbritain.com/c/7/eyJhaSI6MTgzODk4NTgsImUiOiJlbW1hLmRhZGRzQHRoYW5ldC5nb3YudWsiLCJyaSI6ImNvbnRhY3QtNzc2ZDIwODg0MmYxZWIxMTk0ZWYwMDIyNDgzZjVhMWMtNmNmZWIxMWRjNDZlNGUwNjg2MDgzZjU1NjVkZDVlNmYiLCJycSI6InAxLWIyMjI1OS0xMjk5MDk3NWNkNTI0ZGYyYWJmYjkwNGQzMDQ5OTNmZCIsInBoIjpudWxsLCJtIjpmYWxzZSwidWkiOiIwIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93ZS50bC90LU40dzRKY0hVN3Y_X2NsZGVlPXR3NzJRT2o0NklFZGQ2VnI1Mlh2ZzluY2Rsd05KLVk2WEVZQkUwU3ZUUVJiTDBzWWN2QXpJLUM4QjB2eUZ0Ny0mcmVjaXBpZW50aWQ9Y29udGFjdC03NzZkMjA4ODQyZjFlYjExOTRlZjAwMjI0ODNmNWExYy02Y2ZlYjExZGM0NmU0ZTA2ODYwODNmNTU2NWRkNWU2ZiZlc2lkPTlhMmVlNDViLTRmMzQtZWQxMS05ZGIxLTAwMjI0ODQyOGQ3MiJ9/Tecn0n6umCcDUx-H-EZuBQ)

**Q&A**

**Q: When are you expecting me to display the cypher?**

A: Any time between now and the state funeral, but precisely from 8 pm Sunday to 9 am Tuesday Morning.

**Q: Is it mandatory that we do this?**

A: No, but it was an ask from the Palace and the household to show unity throughout the country.

**Q: We are closed on Monday?**

A: We are suggesting you might place it where the public will see it i.e. digital screens in the window, on websites, social media. If you have any questions on where to use it, please get in touch.

**Q: Who can we get in touch with?**

A: Email: **branding@cabinetoffice.gov.uk**

**National Moment of Reflection toolkit**

A National Moment of Reflection will take place at **8pm on Sunday 18 September** to mourn the passing of Her Majesty Queen Elizabeth II and reflect on her life and legacy. The public are invited to take part in a minute’s silence to mark the moment.

We have created a visual toolkit for partners, businesses, trade organisations, ALBs and the public sector to raise awareness of the Moment of Reflection. If you feel it is appropriate, please share the assets on your social channels, newsletter and with your network of contacts between now and Sunday morning.

**Please find a link to the toolkit here:** [**https://we.tl/t-ljK3095Z7V**](http://link.visitbritain.com/c/7/eyJhaSI6MTgzODk4NTgsImUiOiJlbW1hLmRhZGRzQHRoYW5ldC5nb3YudWsiLCJyaSI6ImNvbnRhY3QtNzc2ZDIwODg0MmYxZWIxMTk0ZWYwMDIyNDgzZjVhMWMtNmNmZWIxMWRjNDZlNGUwNjg2MDgzZjU1NjVkZDVlNmYiLCJycSI6InAxLWIyMjI1OS0xMjk5MDk3NWNkNTI0ZGYyYWJmYjkwNGQzMDQ5OTNmZCIsInBoIjpudWxsLCJtIjpmYWxzZSwidWkiOiIzIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93ZS50bC90LWxqSzMwOTVaN1Y_X2NsZGVlPXR3NzJRT2o0NklFZGQ2VnI1Mlh2ZzluY2Rsd05KLVk2WEVZQkUwU3ZUUVJiTDBzWWN2QXpJLUM4QjB2eUZ0Ny0mcmVjaXBpZW50aWQ9Y29udGFjdC03NzZkMjA4ODQyZjFlYjExOTRlZjAwMjI0ODNmNWExYy02Y2ZlYjExZGM0NmU0ZTA2ODYwODNmNTU2NWRkNWU2ZiZlc2lkPTlhMmVlNDViLTRmMzQtZWQxMS05ZGIxLTAwMjI0ODQyOGQ3MiJ9/wKclik5Db2Mo_fNW9B_7kQ)