

# Promotional Wording

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Tap into new audiences, or welcome back familiar faces looking to celebrate YCW2020 with a selection of key messages about the year to use across your own channels.

## 30 WORDS

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In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.

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## 75 WORDS

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In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.

From our beautiful natural features including coasts, lochs and rivers to our industrial heritage such as our canals, mills and the creation of our national drink – whisky, Scotland’s Coasts and Waters have shaped our culture, our stories and our way of life.

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## 215 WORDS

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In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.

Including its many islands, Scotland boasts a hugely varied coastline and a rich offering of inland waters in both rural and urban settings for both visitors and locals to enjoy. Our Coasts and Waters are host to an amazing array of riches, come in all shapes and sizes, and are greatly valued and cherished by communities and visitors alike. Our lochs, rivers and canals also play an important part in the visitor experience, offering boat trips, fishing opportunities and activity holidays, while the many nature reserves across the country are home to a tremendous variety of flora, fauna and wildlife.

Scotland’s Coasts and Waters have shaped our history: from fishing and textiles to whisky and wave power they have influenced our culture, our stories, our way of life. So whether you want to navigate your way around distant isles or canals, experience Scotland’s maritime heritage at a visitor attraction, enjoy Scotland’s abundant natural larder or discover Scotland’s wildlife on a local boat trip - Scotland’s coasts and waters are perfect for get-away-from-it-all adventures. So what are you waiting for – come on in, the water’s lovely!

**Join the conversation #YCW2020**