

The Queen's Platinum Jubilee Celebrations

2 – 5 June 2022



Where's Winnie? Guidelines

- Corgis need to be created and ready to hide from the 1 May 2022.
- Winnie has been created with sustainability in mind; members are encouraged to use up their yarn/fabric (regardless of colour or pattern) stash and other recycled materials to make their corgis.
- All corgis produced must have a tag (see below). The tag can be attached to the corgi in any way and makers are encouraged to adapt the back of the tag to include a personal message or direct finders to their WI web or Facebook/social media pages.
- Members are encouraged to be as creative as they wish; not all members are able, or want to, knit, therefore we are open to all adaptations of this idea. Corgis can be produced using different colours, wools and techniques (such as crochet or ceramic) however, please ensure that the tag is securely attached so that finders can be sure they have found a WI Winnie.
- **Important!** Please think ahead carefully when planning where to hide your corgi;
 - Take into consideration wildlife, pets and farm animals and don't hide corgis where it could potentially be eaten or put an animal in danger.
 - Ensure the hiding place is protected from the weather; we don't want corgis being blown away or getting soaked in the rain.
 - Think about asking your local business or coffee shop if you can hide the corgi in their window, behind the counter or in a shop corner.
 - Keep an eye on where you have hidden your corgi – if it hasn't been found within a week or so, consider moving it to another location. Please don't abandon your corgi; it's intended as a piece of WI love and friendship not litter!
 - Consider those who may not be able to go out and 'seek' but may wish to be gifted a corgi; leaving a corgi on someone's doorstep can be a simple way of extending the hand of friendship and making others feel included and thought of.
 - Not keen on the idea of hiding a corgi? No problem! Why not create your corgi and gift it to a local charity, hospice, care home, school or hospital?
- WIs are encouraged to think of ways to engage with the community and utilise this opportunity to promote the work of the WI and membership opportunities.

- This activity is open to all members of the WI; some may wish to knit; some may prefer to print and attach labels and others may be happier to hide the corgis; members are asked to work together and ensure that all feel included in this activity.
- Members are welcome to hunt for hidden corgis, including the special corgi (being produced by the creator, Hannah Joyce).
- Please ensure that any local media interest or coverage around this activity is directed to the NFWI PR Team at pr@nfwl.org.uk.
- If posting images of the finished corgi on social media, please use the hashtag **#WheresWinnie**.



Background notes

To honour The Queen's longstanding relationship with the WI, and as President of Sandringham WI, Norfolk Federation, WI members are being asked to knit a corgi named Winnie and hide her in their local community as a fun surprise for others to find and keep. Members are encouraged to make as many Winnies as they wish and leave them in parks; on walking trails; in community centres, meeting halls or libraries; on bridges, benches or beaches... anywhere that can pay the WI love forward and cheer up someone's day. The lucky recipients will be able to log their find and a picture on an interactive map on the WI homepage, which will go live from 1 May.

Produced by the creator of Winnie; Hannah Joyce from Woolwich and Plumstead Roses WI, members of the public will also be encouraged to hunt for a very special version of Winnie which will be hidden in a secret location somewhere in England or Wales.

Not all members may choose to take part in this initiative; at the start of May, the WI website will offer a special Jubilee section containing other ways to celebrate The Queen's Jubilee including guidance on taking part in the Big Jubilee Lunch and alternative ideas in which to extend the hand of WI friendship to friends, family and the local community during this special time.