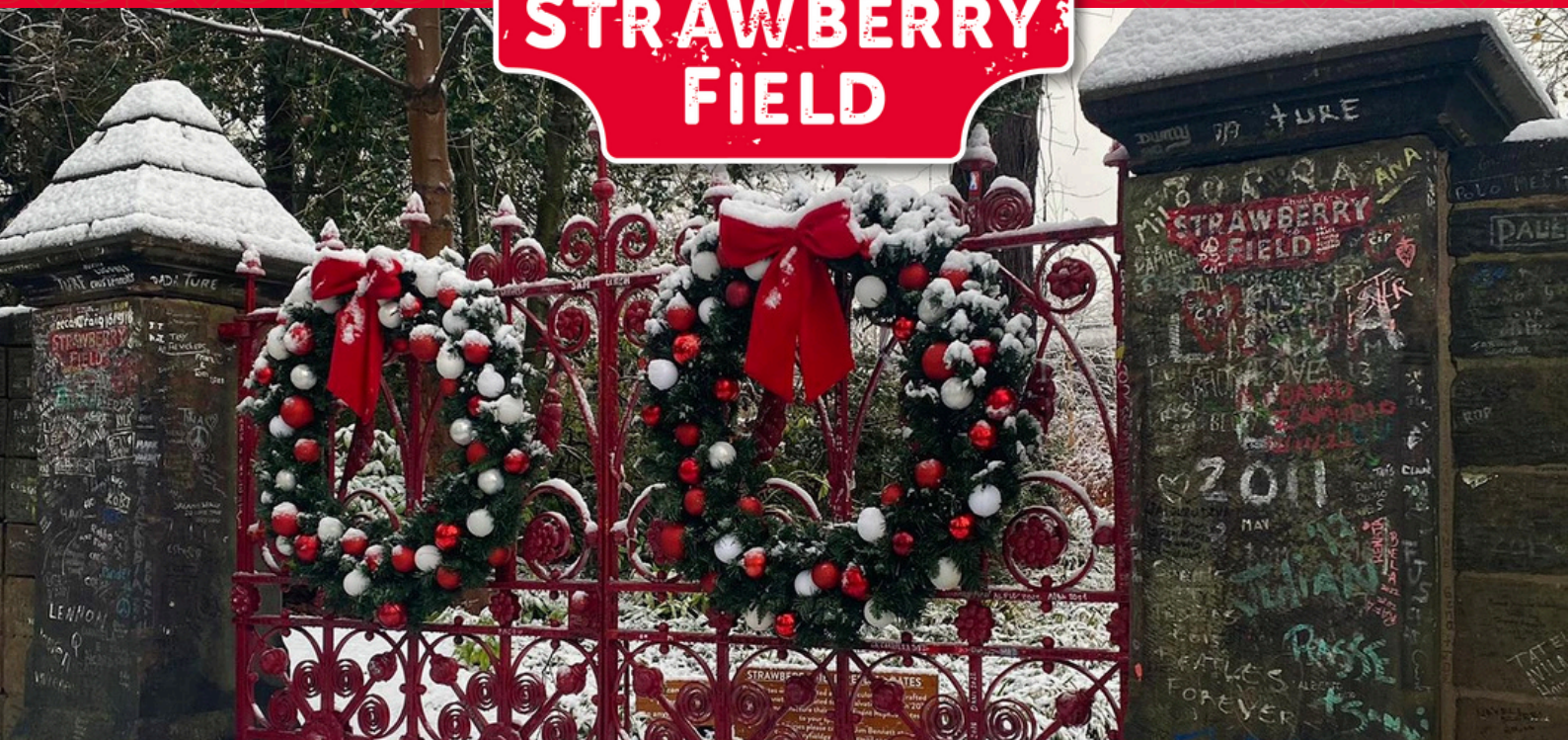


STRAWBERRY FIELD



Design a Christmas Card for Strawberry Field!

Calling all creatives! Enter our competition to design a charity Christmas card, to be shared all around the world!

The four winning designs will be sold to raise funds towards keeping our iconic red gates open for good and inspiring new generations through our 'Steps at Strawberry Field' programmes.

The winning designers will be enjoy:

- A goody bag from Strawberry Field including a pack of the winning cards
- The opportunity to be credited as the artist, if you wish
- Your design promoted and sold by Strawberry Field
- Supporting our Steps to Strawberry Field programmes which help people with barriers to employment to access work.



See our Information
Pack for details.
Terms and Conditions
apply.



STRAWBERRY FIELD



Christmas Card Competition: Information Pack

As the Christmas season approaches, we are thrilled to announce this opportunity for artists and designers of all ages to channel their inner creativity while spreading the message of peace and hope.

Strawberry Field, lovingly cared for by the Salvation Army, carries a powerful message of peace, love, and unity - values that are at the heart of the Christmas season.

In the spirit of giving, we encourage you to create a Christmas card design that not only captures the essence of this iconic place but also resonates with the timeless message of peace that The Salvation Army stands for.

Inspired by the legendary John Lennon, whose childhood memories at Strawberry Field in Liverpool fueled his boundless creativity, this competition invites you to explore the magic and inspiration that can be found in the simplest of places.

The photograph above shows examples of some previous winning entries. Can you create something beautiful too?

**Take some time with this information pack,
designed to fuel your own creativity!**



STRAWBERRY FIELD



Ideas for Group or Classroom-Based Activities

This creative project provides a lovely opportunity to explore some bigger ideas in a group, and to try some activities that will get those creative juices flowing. Here are some ideas for your group!

Strawberry Field Storytime:

Play the song 'Strawberry Fields Forever' and read our short story about John Lennon's childhood experiences at Strawberry Field. Discuss with the students what they think inspired Lennon in this place. Is there a place that inspires them?

Peaceful Music Session:

Listen to John Lennon's song "Imagine" and discuss its lyrics and message of peace and how that relates to Christmas. Ask students to draw or write their feelings while listening to the song.

Design Workshop:

Organise a hands-on design workshop where the group can experiment with different art techniques like watercolour painting, collage, graphics or printmaking to create their Christmas card designs.

Design Brainstorm:

Conduct a brainstorming session where students share ideas about what symbols, colours, or images represent the themes of Christmas, Strawberry Field and The Salvation Army peace to them.

Arrange a visit to Strawberry Field!

The ultimate way to inspire your group... come along to our very special visitor attraction! Do you have a choir or music group that would love to perform at Strawberry Field? Or a class that would welcome inspiration?

To discuss options for a group visit contact sue.harvey@salvationarmy.org.uk



STRAWBERRY FIELD



What is Strawberry Field?

Strawberry Field in Liverpool is an iconic cultural landmark that holds a special place in the hearts of Beatles' fans and music enthusiasts worldwide. Situated in the leafy suburb of Woolton, this famous site is primarily known for its association with John Lennon and legendary British rock band, The Beatles.

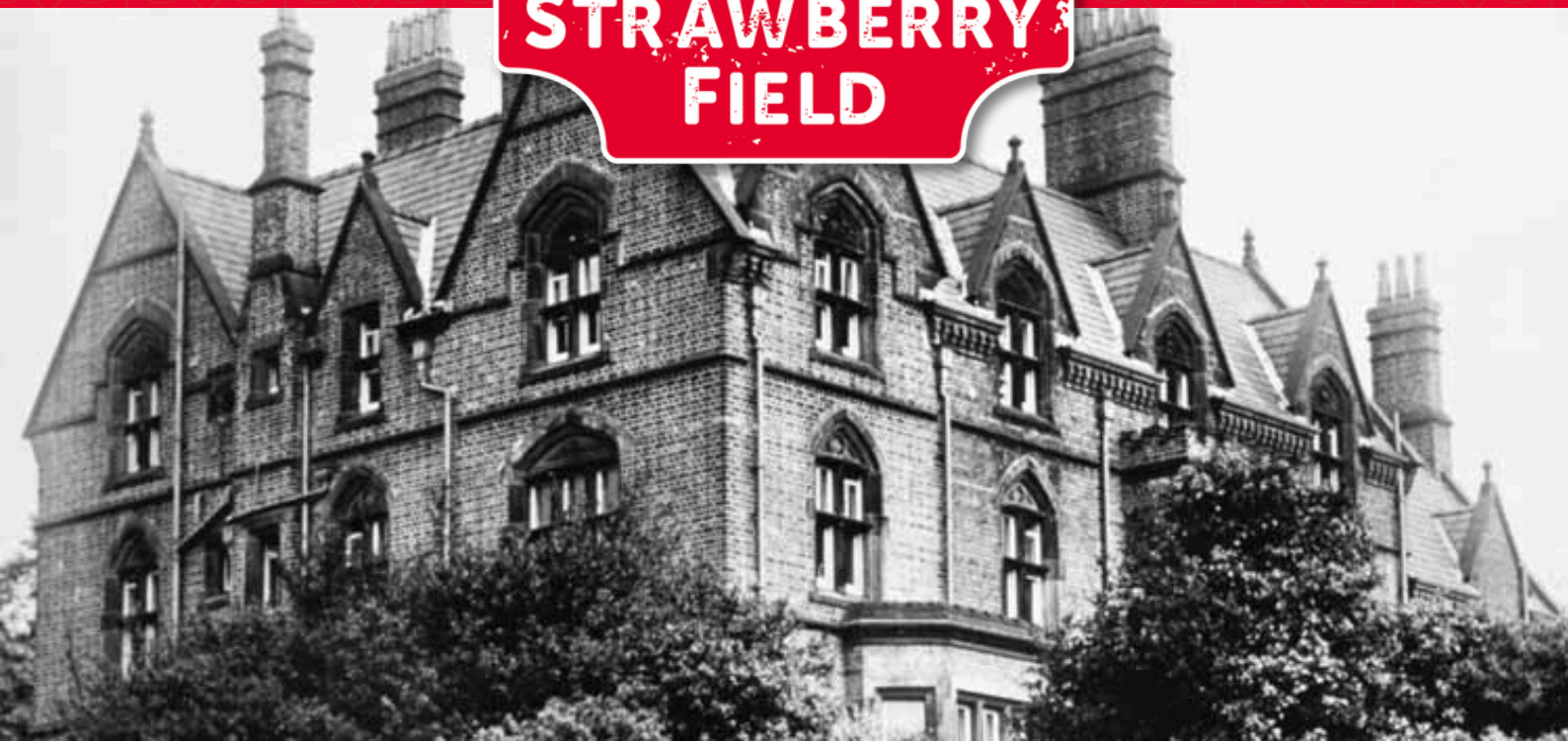
Strawberry Field is now an award-winning visitor attraction located at the iconic site immortalised by John Lennon in The Beatles' hit, 'Strawberry Fields Forever'. It is owned and run by The Salvation Army.

Telling the story of John Lennon's childhood and the writing and recording of the song 'Strawberry Fields Forever', the Strawberry Field attraction is home to an interactive visitor exhibition which includes the piano on which John composed and recorded 'Imagine', the original red gates, and the magical gardens where John played, climbed trees and dreamed as a child.

Profits from the visitor experience and commercial operations go towards keeping the gates open for the good of the local community; and to help fund programmes aimed at young people with learning difficulties or other barriers to employment.



STRAWBERRY FIELD

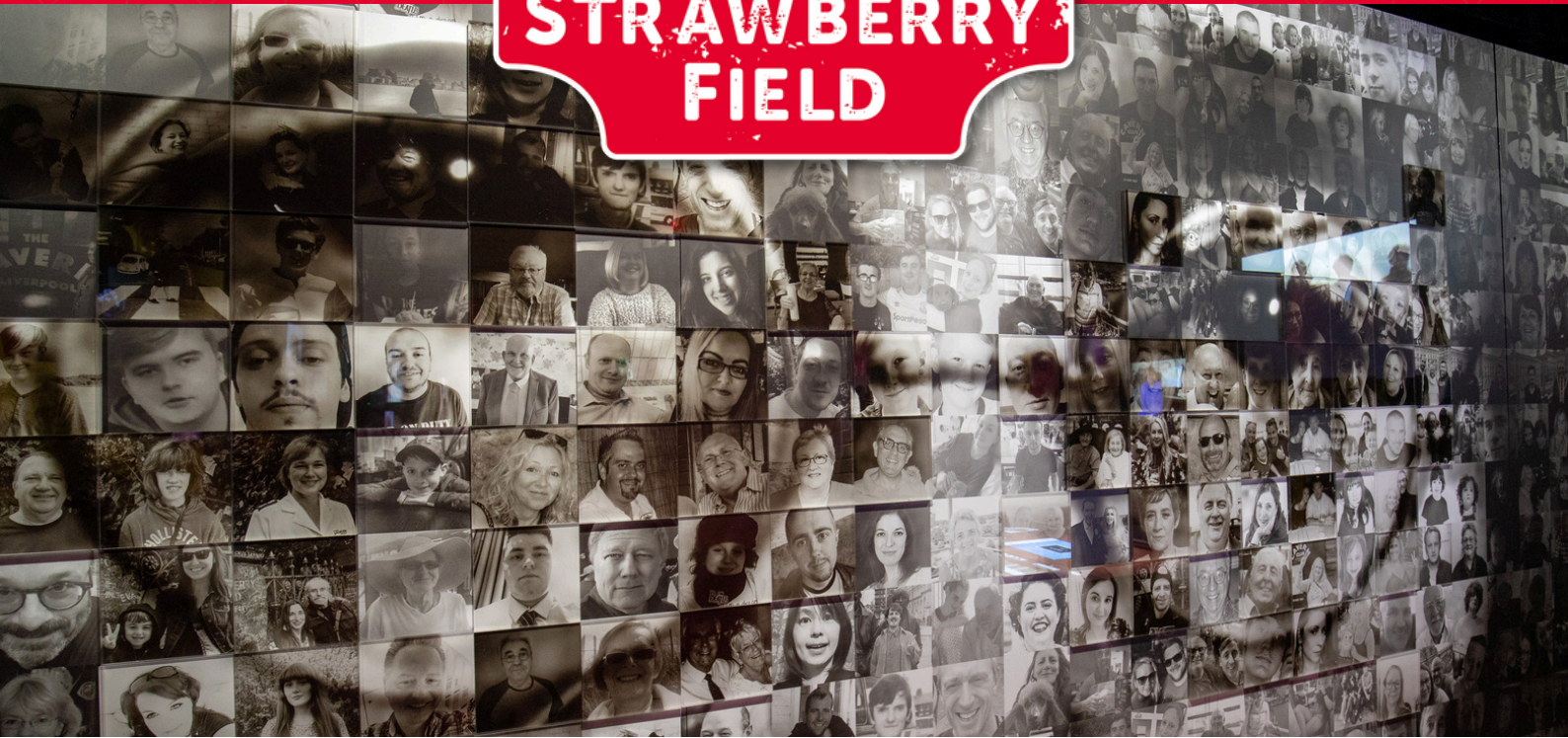


The Strawberry Field Origins

Strawberry Field and the original Victorian house were gifted to The Salvation Army 1934. In 1936 it was opened as a children's home for girls, later accepting boys. From then on, for nearly 70 years, it gave some of Liverpool's most vulnerable children a refuge from turmoil and unhappiness - a safe, calm and spiritual home.



STRAWBERRY FIELD



John Lennon and Strawberry Field

It was on these grounds that a young John Lennon, before Beatles' fame, came to play, reflect and escape the post-War streets of Woolton. Those days spent playing in The Salvation Army grounds shaped him and inspired his work within the Beatles as an adult. Strawberry Field was later immortalised in the famous song, 'Strawberry Fields Forever,' where he explored those more innocent days of escape that could counter the later complexities of a life lived in the public gaze.



STRAWBERRY FIELD



The Salvation Army & Steps To Work

Strawberry Field has been in the care of The Salvation Army since the 1930s as a place that supports vulnerable young people and a site of spirituality and inspiration. This legacy continues with The Salvation Army's redevelopment of Strawberry Field in order to give young people with learning disabilities in Liverpool the chance to succeed.

The four winning Christmas card designs will be sold to raise funds for the Steps at Strawberry Field programme. How great is that?!



STRAWBERRY FIELD



How to Enter

Christmas card designs will be accepted between 8th September 2025 and 7th October 2025.

Winners will be announced 13th October 2025 by Strawberry Field's social media (Facebook/Twitter/Instagram/LinkedIn).

Entering couldn't be easier...

- 1) Design your Christmas card
- 2) Make sure you've read and understood our T&Cs. Please note, there are a few restrictions, which you will find in the T&Cs. Particularly, we are unable to accept any Beatles' designs without the designer having licensed use of the images.
- 3) Email your Christmas card design to info@strawberryfieldliverpool.com. You will receive email confirmation of entry - if you haven't heard back after a few days, please get in touch.)
- 4) Sit back and wait to see if your design is shortlisted!

Now get designing, and good luck!





STRAWBERRY FIELD

Dos and Don'ts

- ✓ If the designer is under 18, please include written permission by the parent/guardian. Please include confirmation of permission in the email accompanying entry.
- ✓ Make sure the final artwork or design is in a format that can be sent via email.
- ✓ If hand drawing your entry, please scan your design and ensure it is of clear quality
- ✗ We are unable to accept any Beatles designs without the designer having licensed use of the images. For example, we can't accept images of the Beatles or lengthy copies of lyrics.
- ✗ Do not abbreviate Christmas to Xmas.
- ✗ Do not send in photographs on your design.

Read the Terms & Conditions for full details



STRAWBERRY FIELD

The Strawberry Field Christmas card competition Terms and Conditions:

The Strawberry Field Christmas card competition is run by The Salvation Army*. References to “we” and “us” in these terms and conditions are references to The Salvation Army. By submitting a nomination form you are agreeing to these terms and conditions.

* The Salvation Army Trustee Company (registered company number 00259322) acting in its sole capacity of The Salvation Army Social Work Trust, registered charity number 215174 (England & Wales) and SC03769 (Scotland) whose registered address is at 101 Newington Causeway, London, SE1 6BN

- This competition is open to anyone who is able to submit their own design.
- Christmas card designs will be accepted between 8th September 2025 and 7th October 2025. Winners will be announced 13th October 2025 by Social media (Facebook/Twitter/Instagram/LinkedIn).
- Designs will be sent to info@strawberryfieldliverpool.com for processing.
- By submitting a design, you confirm that all of the information you have provided in that submission is true to the best of your knowledge.
- If the designer is under 18 then written permission should be given by the parent/guardian. By submitting a form, you confirm that the nominee and/or their parent/guardian (if applicable) has given their permission.
- Strawberry Field may request that the winners participate in publicity arising from the promotion. The winners are under no obligation to participate and may decline this request.
- There will be 4 winning designs, which will be printed on a Christmas card for sale in the Strawberry Field shop or website in our discretion.
- Winner Selection: All valid nominations received will be judged by a panel of judges at Strawberry Field in order to select 10 shortlisted designs. These will go to a public vote in order to select the 4 winners. Judging will take place 8th October 2025. The final 10 shortlisted designs selected will be put through a voting system via our social media feed on Facebook from 8th October 2025 to 12th October 2025. 4 winners will be selected.



STRAWBERRY FIELD

The Strawberry Field Christmas card competition Terms and Conditions:

- You also waive your moral rights in the design submitted by you and which you have now or in the past or in the future, so that we do not have to credit you as author or designer and we have freedom to change the material if we wish.
- You agree to promptly execute and deliver such documents and perform such acts as may reasonably be required for the purpose of registering our ownership of the rights with the appropriate registries.
- You will indemnify us and reimburse to us all costs, expenses, losses and liabilities arising out of or relating to any claim that your design submitted for the competition infringes anyone else's intellectual property rights or which we incur as a result of your design infringing anyone else's intellectual property rights.
- Please note that winners will not be entitled to any proceeds from the sale of these items and all profits generated by the Strawberry Field shop & online store go to The Salvation Army Steps to Work Programme.
- We shall in our sole discretion determine how to offer the Christmas cards with the winning designs for sale and to withdraw or discontinue them as we see fit.
- There is no alternative prize to the winning entry being selected to appear on a Salvation Army Christmas card.



By entering this Competition you have agreed to be bound by these terms and conditions.



STRAWBERRY FIELD

Final consent form

For information, the final 4 winners will be asked to complete the release form below. We will contact winners direct on the address used to submit the entry to request completion.



Thank you so much for agreeing to be part of our Christmas card competition at Strawberry Field!

Your donated design could form part of a Christmas card pack to sell, with profits staying here to go towards our steps to work programme.

It may be that the design could be used for other item to sell from Strawberry Field in the future.

Please could you read the statements below and confirm if you are happy with how we might use your design:

- Designs will be shortlisted by the Team at Strawberry Field, then put to a social media vote for use in a Christmas card pack. If it is deemed that a design has some language or statements in it which are not appropriate then it will not be used.
- Designs chosen will be printed and placed in a Christmas card sellable pack in the Strawberry Field gift shop and possibly online store.
- The designers name may be credited on the back of the card, winners announced via social media will have first name and city/country entered from (with age if child's design).
- By signing below you are giving permission for any part of your submitted design to be included in Social media posts
- By signing below you are giving permission for your design to be used for the Christmas card and possibly other items to sell from Strawberry Field *Please note that you will not be entitled to any proceeds from the sale of these items and all profits generated by the shop go to The Salvation Army Steps to Work Programme.*
- you will be credited on social media as well as on the Christmas card pack, however we will only use first name, age and city/country (with age if ~~childs~~ design)
- By signing below you confirm that the design which you are submitting is your own, original creation and that none of it has been copied from elsewhere or anyone else's |

You agree to promptly execute and deliver such documents and perform such acts as may reasonably be required for the purpose of registering our ownership of the rights with the appropriate registries work

Signed _____

Date _____

If you have any queries, please do get in touch.

Andrew Fleming
Merchandising Manager

