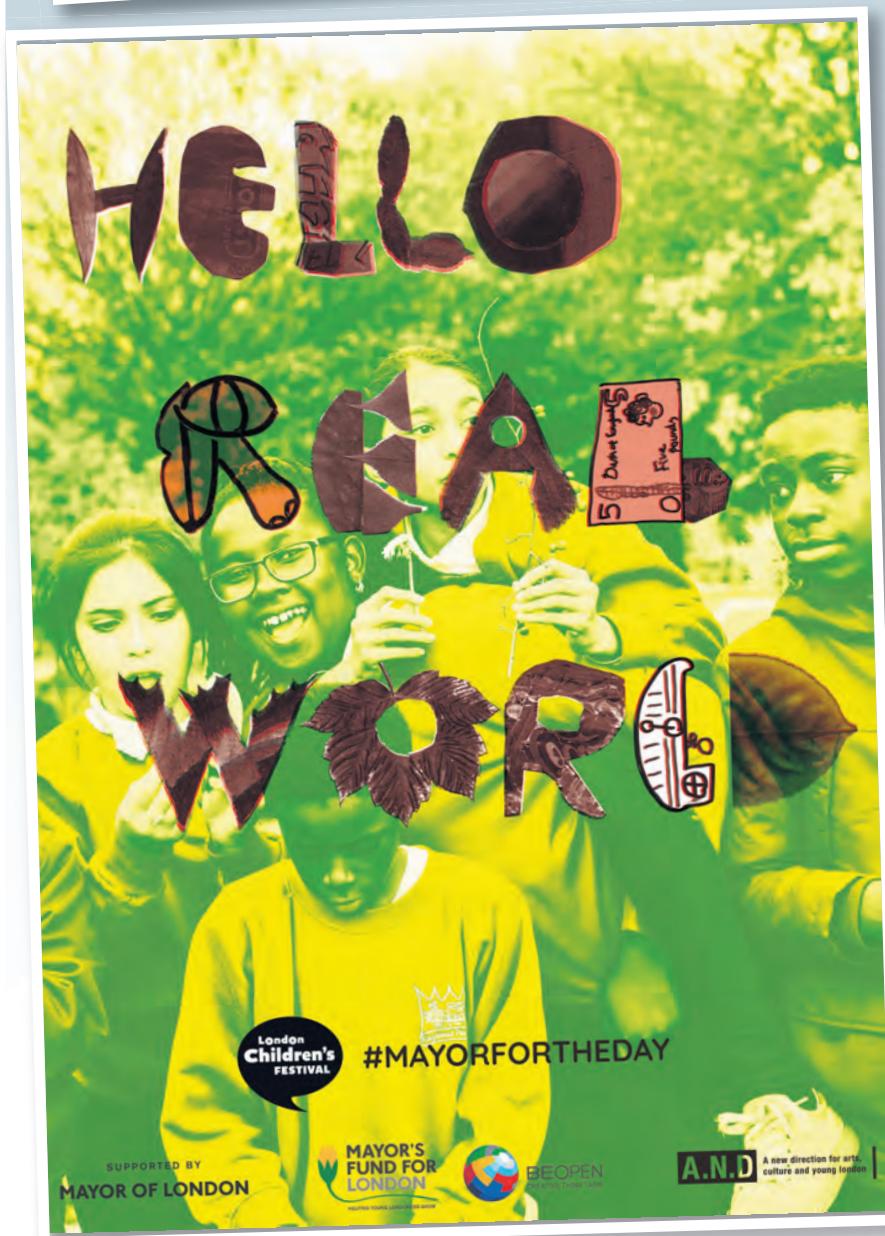
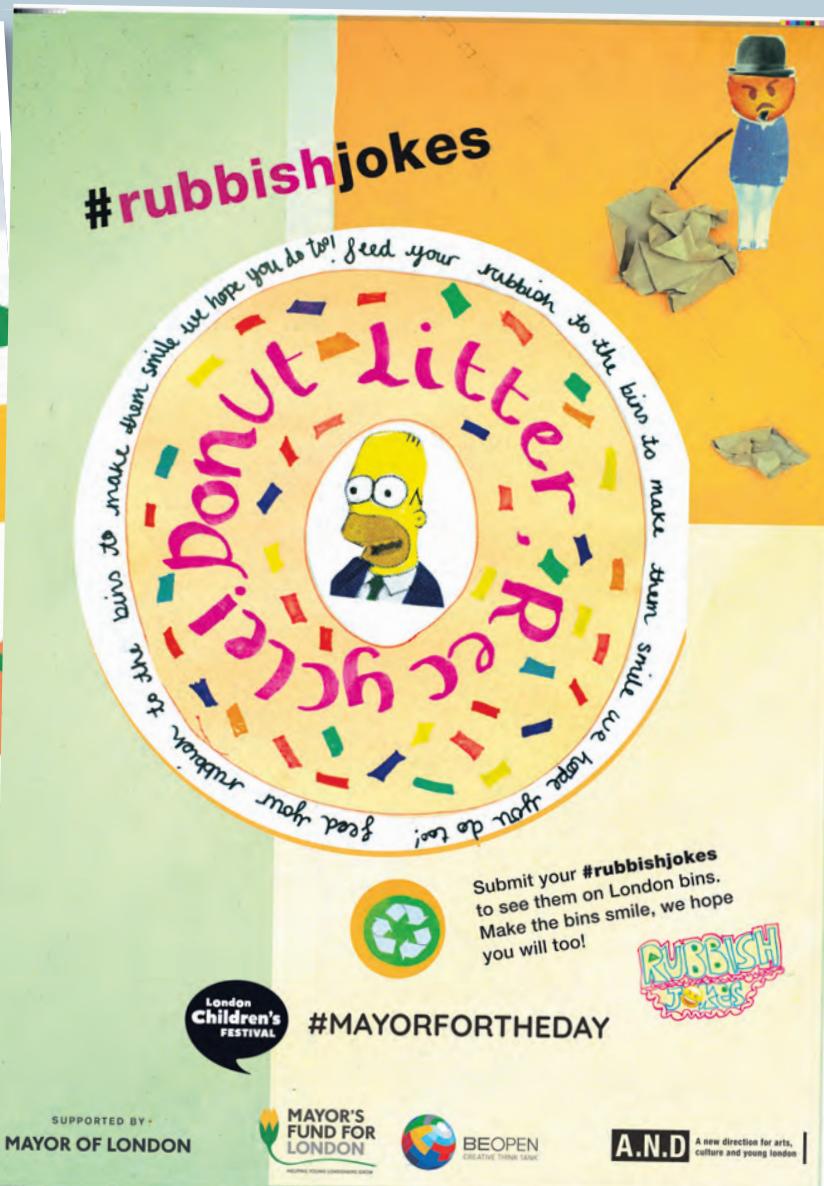


ADVERTORIAL



# WHAT WOULD YOU DO IF YOU WERE MAYOR FOR THE DAY?

Over a thousand schoolchildren from across the capital have been considering how they would make the world's greatest city even better if they were "Mayor for the Day" as part of the London Children's Festival, a Mayor's Fund for London initiative, in partnership with the BE OPEN Foundation and delivered by A New Direction.

Focusing on Mayoral priorities such as: 'Jobs, Skills and Education', 'Environment, Health and Food', 'Crime, Safety and Travel' and 'Housing, Play and Public Spaces', children and young people, aged nine to 14, across eight schools have been looking at how they connect to and interpret these themes and have come up with their own ideas to make the city a better place for all.

Working with mentors from the Royal College of Art and leading UK advertising agency creatives, they have created a series of adverts to promote their recommendations.

These campaigns will be presented today as

part of the London Children's Festival at City Hall to representatives of the Mayor's Office, the Greater London Authority, the Children's Commissioner for England.

Which of the poster adverts do you think is a good idea and would help make London an even better place to live?

For your chance to win a meal up to £150 at a Boisdale Restaurant in London please email [win@cityam.com](mailto:win@cityam.com) with your favourite poster and your phone number.

Winner will be pick randomly from all the winning poster entrants, the draw closes Monday 4th 23:59 and notified by the 9th December. The winning poster will be published in City A.M. and winner announced. The Editors decision is final, no correspondence will be entered into. No cash alternative.

**MAYORSFUNDFORLONDON.ORG.UK**  
**#MAYORFORTHE DAY**



THE DAY

**PLAYING GAMES OUTside PLAYING GAMES inside**

**#MAYORFORTHE DAY**

**LONDON CHILDREN'S FESTIVAL**

**SUPPORTED BY** **MAYOR OF LONDON** **MAYOR'S FUND FOR LONDON** **BEOPEN** **A.N.D.**

**INTERACTIVE**

**#MAYORFORTHE DAY**

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**#MAYORFORTHE DAY**

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**Top Left Clockwise:**  
**MAIN** Sunnyfields Primary School, Barnet (Artist - Abbie Vickress), Oasis Academy South Bank, Lambeth (Artist - Idoia Acha), Hammersmith Academy, Hammersmith (Artist - Abbie Vickress), Southgrove Primary School, Walthamstow (Artist - Alicja Biala), Highbury Fields School, Islington (Artist - Alicja Biala), Nelson Primary School, Barking (Artist - Idoia Acha), Corelli Academy, Greenwich (Artists - Hefin Rhys Jones & Patrick Lacey), Kingsmead Primary School, Islington (Artists - Hefin Rhys Jones & Patrick Lacey), Southgrove Primary School

**SPEAK-UP DAY**

**#MAYORFORTHE DAY**

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