



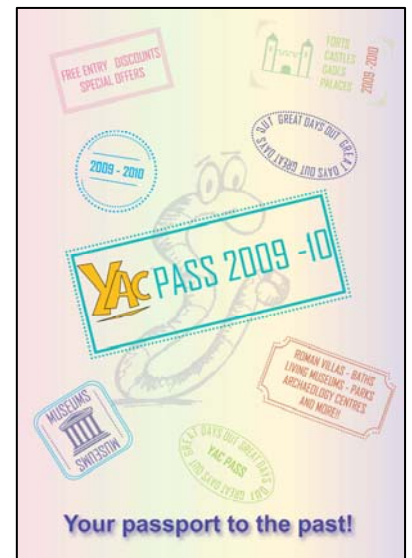
Young Archaeologists' Club

The Young Archaeologists' Club (YAC) is the only UK-wide Club for young people aged 8-16 who are interested in archaeology and history. YAC has a long history, and is looking forward to celebrating its 40th birthday in 2012. Since its inception, the Club has inspired thousands of young people to discover more about the archaeology of the UK and beyond. Our alumni include current English Heritage Chief Executive Simon Thurley. Our Club President is *Time Team's* Tony Robinson. The underlying ethos of the Young Archaeologists' Club is for young people to learn about the past whilst having fun. Research shows our members come from a diverse range of backgrounds and regions across the UK.

Introducing the YAC Pass!

The **YAC Pass** is our members' **Passport to the Past**. It has been running successfully for many years and currently has a large variety of venues across the UK participating. This includes over 160 independent sites and museums, as well as sites in the care of English Heritage, Historic Scotland, Cadw, the Northern Ireland Environment Agency, and Manx National Heritage. The British Museum Company, Costwold Outdoors and the Professional Association of Diving Instructors (PADI) are also involved in the scheme.

Each participating organisation provides YAC members with a special incentive on production of their YAC membership card. These include free or reduced entry, and discounts in site shops.



Benefits include:

- ✓ **Free quarter-page advert** in the YAC Pass booklet to advertise your organisation
- ✓ Inclusion of your organisation's logo alongside your entry (if provided electronically)
- ✓ Potential for extra revenue generated by your association with the YAC Pass. For example, additional visits and increased purchases in shops
- ✓ Direct advertising to our YAC members and their families nationwide,
- ✓ Free poster for every site in your care highlighting involvement with the YAC Pass
- ✓ Association with YAC and its parent body, the Council for British Archaeology
- ✓ Regular features on participating organisations in the *Young Archaeologist* magazine
- ✓ Full directory of participating organisations on the YAC website, complete with links to organisations' own websites

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