

International Print Day

Earth Island is the UK arm of International Print Day.

This is a 24 hour celebration of all things print that starts in Australia and rolls around the world ending in the US.



On that fantastic journey of print, @IntPrintDayUK comes to life on social media, led by Earth Island with help from the industry and our friends, with lots of positive messages and lots of interaction not only with colleagues around the world, but with people outside of the industry too.

Last year we had more than 30 million timeline impressions in 24 hours on Twitter alone, backed by in the UK by LinkedIn and Facebook, as well as other social media. More than 6000 tweets were sent by more than 1000 participants globally, whilst #IPD16 was trending before lunchtime in the UK.

This day is not about 'selling' print, or promoting products, but about sharing knowledge and promoting the industry.

The day is the brainchild of Deborah Corn, the principal of Print Media Centr in the US and founder of International Print Day.

With input from around the world, and led in a number of countries by willing colleagues, IntPrintDayAustralia, IntPrintDayBrazil, IntPrintDaySthAfrica, IntPrintDayEspanol, and more, we were delighted to be joined by Asia last year for the first time.

You can follow us all year round on @IntPrintDayUK

#IPD17 will take place on October 18.