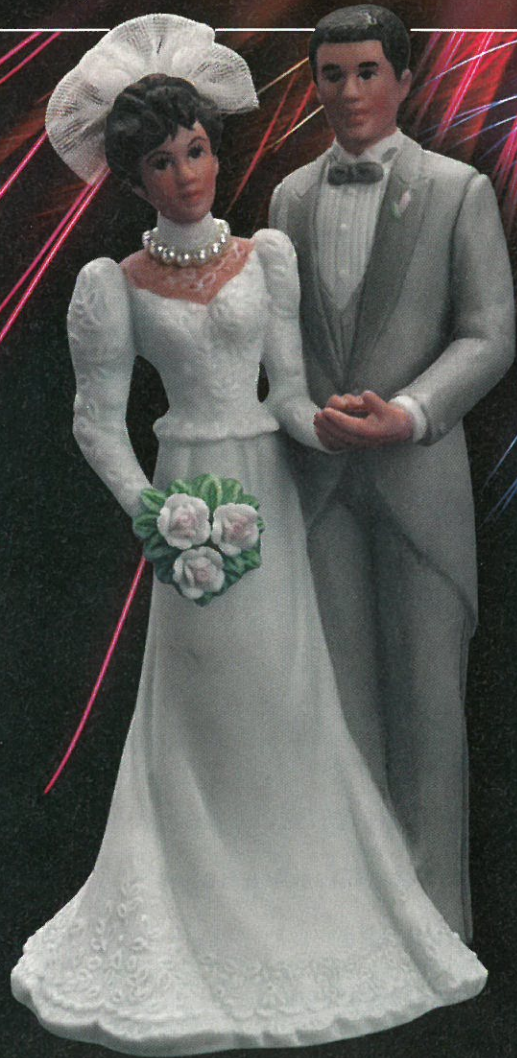


LET'S CELEBRATE

Born to party!

The celebrations start when you are born. And they never stop. When you get a name, when you lose a tooth, when you pass your exams, when you leave school, when you get married, when you move house, when you get a new job, when you retire, even at your funeral people will celebrate. And they're only your own personal parties. Then there are the special days on the calendar. These are for everyone to celebrate...



Party time!

Every day of the year, someone, somewhere in the world is celebrating. Every day people are singing, dancing, marching, dressing up, lighting bonfires, flying flags, decorating their houses. They eat special foods, they kiss each other, they light fireworks, they paint their faces, they play jokes, they give each other presents.



Party animals!

As long as there have been people there have been parties. The oldest signs of civilisation – stone age cave paintings – show hunting celebrations. Every culture, every religion has festival days.

The need to party is in all of us. We all need to break out of the normal routines, to enjoy family and friends, to have fun. For a while we can forget our worries and stress and simply enjoy ourselves.

Celebrations are also a way of making something special – the birth of a child, the start of the summer, a historical event.

And they are especially powerful when you know that the same event has been celebrated on the same day in the same way for hundreds of years.

There are six billion people on this earth. We speak different languages, we eat different foods, we wear different clothes, we have different laws and customs but one thing's for sure – we all have the party instinct!

