

International Pillow Fight Day

London 2011

Trafalgar Square

April 2nd

15:00



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CONFIRMED TIME & LOCATION

Location: **TRAFALGAR SQUARE**

Date and Time: **April 2nd, 3PM**

Nearest Station: **Charing Cross**

Mainline and BAKERLOO line only,

There will be no Northern Line service to Charing Cross

See the TFL.gov.uk Website for details.

NB.: **The location changed** because the event got too big and we had to move it away from St Paul's.

STAY INFORMED

If you want to know what's happening this year, on the day, during the after-party (and next year) it is **very important** that you follow us on Twitter or Facebook:

Twitter: <http://twitter.com/LDNPillowFight>

Facebook: <http://on.fb.me/LDNPillowFight>

BEFORE THE FIGHT

- Get yourself some soft pillows (no feathers, they hurt!)
- **Be cool....** hide your pillows in a bag... keep it a surprise until the last minute!

THE RULES

1. Soft pillows only (and NO extra objects in the pillows)
2. NO FEATHERS, let's not make a mess
3. DON'T LEAVE YOUR PILLOWS BEHIND
4. Remove your glasses before you jump in
5. Start at 3pm (don't jump the gun)
6. Swing lightly (many people will be swinging at once)
7. Do not swing at anyone without a pillow or holding a camera
8. Wear pyjamas or whatever you sleep in (no ugly-naked-guys!)

CLEANING UP

- This event belongs to all its participants. We are all responsible for it.
- Avoid making a mess - take your pillows home, try not to spread feathers.
- Help clean up if you can - bring some bin bags and take your mess with you.

If we want this to happen again we want everyone involve to have a good time, the least you can do

is, please, help with the clean-up.

AFTER THE FIGHT

1. Clean up after yourself (Yes, I'm repeating myself. This is important!)
2. Help clean up in general (so we can come back next year)
3. GO TO THE AFTER PARTY (details below)

AFTER-PARTY

STARTING AT BELUSHI'S BAR COVENT GARDEN 7.30PM
5 AWESOME VENUES - 5 FREE SHOTS - FREE T-SHIRT
ENDING AT MINISTRY OF SOUND!!!
JUST £10 (usually £15)
See website for details: <http://www.1bignightout.com/>

BEWARE OF COPY-CATS: We've heard there will be other companies trying to cash-in on the day, but **"1 Big Night Out"** is the **only** official after-party.

PARTY FOR CHARITY: £1 of every ticket will go to the Japan Tsunami Appeal!



SOUVENIR PILLOWS

Price: £5 each (only 100 available)
Where to buy: on the day, at the event, ask the giant pillow people
All takings will go to the Japan Tsunami Appeal
Thanks to WhereToSleep.co.uk: <http://bit.ly/WhereToSleep>



GET THE T-SHIRT

<http://bit.ly/LDNPillowFightT> (from £10.50)
The money raised here is not going to charity, but it is thanks to this guy (Marco Morales) that we are able to raise money for Japan. He was kind enough to donate many hours of his time to design us the even logo and ultimately even the pillows (above) which we'll sell to raise money for the Tsunami Appeal. If you can afford it, buy a t-shirt to remember the day and *wear it proudly*!



DO SOMETHING GOOD

Let's raise awareness and money for the Japan Tsunami appeal.

Go on, buy them a pint (figuratively speaking, duh)...

Buy a souvenir pillow: <http://on.fb.me/PillowFight4Japan>

Japan Tsunami Appeal: <http://bit.ly/Pint4aJapa>

BE NICE and HAVE FUN

Let's not leave a mess behind - take your trashed pillows with you...

Let's not hurt anyone - if you use heavy pillows you're an idiot...

Let's enjoy ourselves!

NEXT YEAR - An Olympic Pillow Fight in 2012?

Yeah, that's right...

>>> International Pillow Fight Day - London 2012

>>> <http://bit.ly/LDNPillowFight2012>

...maybe we can turn it into an Olympic sport. Can you imagine?

LINKS AND CREDITS

Do something good:

Japan Tsunami Appeal: <http://bit.ly/Pint4aJapa>

Official pages:

Facebook Page: <http://on.fb.me/LDNPillowFight> (stats)

Twitter Account: <http://twitter.com/LDNPillowFight>

The 2011 event: <http://bit.ly/LDNPillowFight2011> (stats)

The 2012 event: <http://bit.ly/LDNPillowFight2012> (stats)

Invite your friends: <http://on.fb.me/PillowFightTHIS> (stats)

Souvenirs:

Pillows: <http://on.fb.me/PillowFight4Japan>

T-shirts and more: <http://bit.ly/LDNPillowFightT>

Sponsors:

...who helped make the event a success and raise money for charity:

Where To Sleep: <http://bit.ly/WhereToSleep>

1 Big Night Out: <http://on.fb.me/1BigNightOut> (the **official after-party!**)

Marco Morales, desinger: <http://bit.ly/LDNPillowFightT>