November 2023   **To: Town and Community Councils**

Dear Clerk

Urdd National Eisteddfod Maldwyn 2024

As you may be aware, the National Urdd Eisteddfod will be visiting Maldwyn in 2024, welcoming children and young people from all over Wales after months of competing at local and regional Eisteddfodau. As a charity, the Urdd is more dependent than ever on the generous donations from Town and Community Councils who can support cultural opportunities for children and young people within their region.

The Urdd Eisteddfod holds over 250 local and regional Eisteddfodau in every community in Wales, with over 90,000 children competing annually. Of these competitors, 15,000 will be invited to the final round at the National Urdd Eisteddfod to perform on one of the festival's main stages, as well as on S4C and BBC Radio Cymru.

In order to sustain the local Eisteddfodau and a successful national festival, we are dependent on the support of individuals, organisations and institutions on a local and national level. But without local support, it would not be possible for us to stage our whole provision in its current form. Support is paramount to its success both practical and financial. The Urdd Eisteddfod in 2024 will cost over £2.1million.

Numerous Councils have already donated and we are most grateful for the support, but if your Council has not yet contributed, we would kindly ask you to consider a financial contribution to assist your local appeal committee in order to ensure the success of the Urdd National Eisteddfod in 2024, and support the children who will represent your town or community on the national stage.

I would like to thank you for your time and hopefully you will draw the councillors' attention to the festival and that you will support the Eisteddfod. If you have any further enquiries, please feel free to contact me.

Yours sincerely

Llio Maddocks
Director of the Arts

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