

**World Day of Audiovisual Heritage 2016: IT'S YOUR STORY – DON'T LOSE IT**

Every culture, every country has its own story to tell. These stories remind us of our shared humanity and build connections between people. Every story we keep in our archives means that we keep memories alive. Stories should be kept safe, stories create an invaluable archive for future generations – it's your (and their!) story – don't lose it!

This rationale demonstrates the value and importance of archives, so for the annual celebration of World Day of Audiovisual Heritage, we want to collect the stories that prove the value for use in advocating for archives. Ultimately these stories will be made available via the CCAAA and the members' websites.

The CCAAA seeks stories that show the importance and impact of archives. Under the umbrella of the website and through social media (Facebook, Twitter and LinkedIn) we will share the stories with our members, stakeholders and public.

FOCAL, as a member of the CCAAA wants to collect archive stories from its own community - a story told by an archive that describes best why we must not lose it?

**How:** send your stories( maximum of 200 words) to chair@focalint.org by 20 Oct

These will be published on the special 2016 World Day-page on the new CCAAA website on 27 Oct.

See example: <https://blogs.archives.qld.gov.au/>