Beat: Travel

Pamplona cries for San Fermin and meets to celebrate it next year

Launches a video to remember the date

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USPA NEWS - On this Monday, 6th of July, when the festivals of San Fermin start in Pamplona traditionally, the City Council launched a video to remind us that although this year there is no 'Chupinazo', Sanfermines will arrive in 2021 and #WeWillExperienceThem. This video is a tour around 26 cities in 23 countries from where people who live there remember this idea in their local languages.

Thus, we can recognize cities in the United States, Australia, South Korea, China, New Zealand, Holland, Italy, Japan, Great Britain, Mexico, Belgium, Cuba, Ethiopia, Portugal, Peru, Germany, Zimbabwe, Israel, Egypt, India, Cameroon and Zambia. They are joined by Pamplona and Navarre and other Spanish regions such as Galicia, the Basque Country, Madrid, Andalusia and Catalonia.

The aim of the video is to highlight the national and international recognition of the San Fermin festivals and to share this special 6th of July with people from all over the world, without Sanfermines, inviting people to come to Pamplona and experience the fiestas together from the 6th to the 14th of July 2021.

Recorded during the confinement

Many of these images were recorded in countries that were in situations of confinement. This has made it difficult to record shots in the intended spaces and made us adapt the recordings. The same happened with the sending of contents, since some areas had problems with Internet. In all cases, the participants collaborated voluntarily. Anonymous faces have been chosen in order to maintain the idea that the Sanfermines are open to everyone who wishes to participate.

The video was produced by La Llorona Comunicación. Aside from the images includes on the final version of the video, which has a duration of one minute, there were also messages coming from other cities of many of these same countries as well as others like Poland, Chile, Singapore, Argentina, Costa Rica, Taiwan, Andorra or Dubai.

The video begins with a quick burst and then enters with the messages. The first of these messages is from one of the participants in the videos of the communication campaign launched by Pamplona City Council to remind people that there is no Safermines this year and to ask for responsibility. It is the elderly person who stressed that these Sanfermines "are perhaps the most important, because it is in your hands not to celebrate them today in order to be able to celebrate them tomorrow."

The last voices are those of the health personnel that appeared in another of the videos. After reminding us that "it is enough to be irresponsible one day to ruin three months of everyone's effort" they encourage us with their smiles and their strength because #WeWillExperienceThem.

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com