

... 44 MÒD MÒD Pheairt  
Perth 2022 •  
14-22 den Dàmhair 14-22 October



# What is the Mòd?

- 8 day festival celebrating Gaelic language and culture
- Held in a different Scottish town or city every year
- Over 200 competitions
- Over 3,000 competitors from Scotland and beyond
- Fringe Programme (Iomall a'Mhoid)
- 7,500 visitors to the host location
- £1m + boost to the local economy
- Media Coverage & Live Broadcast



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# The Mòd in Perth and Kinross

- 2022 will be the 10<sup>th</sup> Mòd held in Perth
- The first held in 1896 and the last held in 2004
- Blairgowrie 1996
- Local Mòd – Perthshire & Angus Provincial Mòd (Aberfeldy – June)
- Gaelic Society of Perth





# Co-fharpaisean Competitions

- Children and Adults
- Instrumental – Piping , Fiddle, Accordion, Clàrsach
- Battle of the Bands
- Singing (Solo, duet, group)
- Choral – 30+ choirs participate
- Poetry
- Drama
- Storytelling
- Speaking
- Media – Radio, Film, TikTok
- Literature
- Art
- Highland Dancing
- Sport



# Spòrs /Sports

**Saturday 15<sup>th</sup> October 2022**

- Mòd Shinty Cup – North Inch
- Mòd Football Cup – Jeanfield Swifts



# Iomall a' Mhòid Mòd Fringe Programme

Opportunity to showcase Gaelic and the local area through a programme of events & activities for all ages:-

- Workshops
- Talks
- Gigs
- Traditional Music Sessions
- Quiz Nights
- Film Screenings
- Guided Walks
- Gaelic classes
- Exhibitions
- Sport activities
- Storytelling
- Whisky Tasting







Paisley 2013: Opening Ceremony Parade



Inverness 2014: Massed Choirs Closing Event

Mòd Pheairt 2022 aims to:

- Celebrate Gaelic in Perth and Kinross – past, present & future
- Introduce Gaelic language and culture to new audiences
- Bring 7,500 visitors to the area
- Generate £1m+ for the local economy

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# Mòd Inbhir Nis 2021

- Hybrid: online & in person event.
- Generated £1.2 million for the local economy
- 2840 in person attendees
- Boost to the tourism and hospitality sector
- Strongly supported the development of Gaelic language and culture and overcame isolation caused by Covid restrictions.
- Generated interest in a larger in person event in Perth in 2022.





# Gabh pàirt/ Get Involved

- Business Engagement Event : 23<sup>rd</sup> March 2022
- World Gaelic Week 21<sup>st</sup> – 27<sup>th</sup> March 2022
- Gaelic Awareness & Language Skills Sessions
- Tourism Toolkit
- Host a Mòd Fringe event
- Sponsor an event
- Advertising in the official Mòd Programme
- Offers for Mòd participants and audiences
- Volunteering



# Airson Tuilleadh Fiosrachaidh For More Information

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