

ITV joins NHS birthday celebrations in epic pause for applause moment

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As the NHS celebrates its 72nd birthday, ITV and STV will pause its transmission at 5pm on Sunday 5 July to celebrate the heroic efforts of key workers across the UK, and everyone who's been staying at home to help in the effort against coronavirus.

In this special moment of national thanks, programming will be temporarily suspended to encourage people up and down the country to assemble for what is being described as the 'biggest and loudest' Clap for Carers gathering.

Reflecting upon the valiant undertakings of NHS staff, other key workers and those who have volunteered and helped keep services and community networkers going throughout the pandemic, this final Clap for Carers will

recognise the importance of community and national unity. Members of the public will be urged to applaud one more time and reflect alongside family, friends and neighbours on the bonds that have sustained the nation in recent months.

This is one of several national anniversary activities planned by The Together Coalition, which is working alongside the NHS for the anniversary, paying particular attention to the renewed sense of community spirit forged over the past few months.

It is also supported by NHS Charities Together, the fundraising organisation behind the One Million Claps campaign, for which ITV was official broadcast partner, who want to use this moment to say the Biggest Thank You Ever.

Clare Phillips, Director of Social Purpose for ITV, said:

“These have been a tough few months for people all over the UK. From key workers in the NHS and in other fields to everyone staying at home to help beat the virus, so many have done so much for the greater good. So the NHS’s birthday feels like the perfect moment for ITV to join in in encouraging us all to say thank you to each other and have a (socially distanced) cup of tea with a neighbour.”

Bobby Hain, Managing Director, Broadcasting at STV said:

“Up and down the country, people have joined together to get through what has been a very challenging time. The sense of community and gratitude for key workers across Scotland over the past three months has been both powerful and heart warming, and we’re pleased to pause transmission and clap together to recognise these heroic efforts.”

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