

Tennents welcome Obama

President Barack Obama will arrive in Edinburgh today for a charity dinner tonight at the EICC when no media will be allowed according to what we have been told.

So it is just as well that Tennents Lager have got their act in gear to welcome him to the capital.



Tennent's Lager is saying "Yes T Can" this week as the brand awaits the arrival of former US President Barack Obama to Scotland's capital. Tennent's has taken over Edinburgh city centre with a "Yes T Can" message, in reference to Obama's iconic "Yes We Can" presidential election campaign.



Tennent's enlisted the help of "Barack No-Bama", one of the UK's top Obama look-a-likes to help launch "Yes T Can". No-Bama was out and about campaigning in the city yesterday encouraging punters to turn out and celebrate the big man's arrival on Friday. The Glasgow brewer is urging the people of Edinburgh to raise a glass in celebration of Obama's arrival, and will have a street team and giant campaign screen touring the capital all day Friday with a few samples of Scotland's favourite lager.



Obama has long been popular amongst Scots, and will enjoy entertainment from the likes of Kevin Bridges and Annie Lennox when he speaks at the Edinburgh International Conference Centre. Street teams will tour key locations in Edinburgh before arriving at the EICC to welcome the former President.

Alan McGarrie, Head of UK Brand Marketing at Tennent's said:
"When we heard Barack Obama was coming to town, we wanted to pull out all the stops and welcome him to Scotland. Obama is famous for his "Yes We Can" campaign line, and "Yes T Can" is a celebration of that."

Photos by Chris Watt

Tel – 07887 554 193

info@chriswatt.com

www.chriswatt.com