



Launch of the Alba Party
Friday 26th March 2021, Aberdeenshire, SCOTLAND

PRESS KIT

Statement from Alba Party founder, Laurie Flynn

Following extensive consultation with good and trusted friends, I registered the Alba Party with the Electoral Commission in January this year.

A retired television producer with two lovely grown up children and two grand-children, I have as an adult always longed to breathe the air of a free and tolerant, democratic and independent Scotland which celebrates human diversity.

It's also clear to me that we're very nearly there.

In the Scotland that is busy being born, real equality and real opportunity will be available for all. And the driving purpose of the state will be good governance, a renewed and redoubled Scottish enlightenment and a definitive end to colonial attitudes to the rest of the world, and the unnecessary wars that have always gone with them.

The sole purpose of Alba is to strengthen and deepen the movement for independence through an unstinting generosity of spirit, active and lawful campaigning and the extension of our just and democratic institutions so that they are fit for the 21st century and beyond...

As the poet Kathleen Jamie beautifully puts it, I am one of those:

*"Small folk playing our part.
Come all ye, the country says.
You win me who take me most to heart."*

I am delighted to hand over the reins to the former First Minister of Scotland, Alex Salmond. He is the right person to help deliver a supermajority for independence.

Yours for Alba,

Laurie Flynn



#Supermajority for Independence

The Alba Party is led by the former First Minister of Scotland, Alex Salmond. The only party leader to have won an outright majority in the Scottish Parliament.

We have a team of candidates from across society, with wide and various experience. Candidates of the calibre necessary to help rebuild and recover from the Covid pandemic, and to steer the country through the transition to independence.

Today Alba is raising the flag, our Saltire, and planting it on the hill, flying high in the wind for all to see.

Calling on those who care most about the future of Scotland and its people to rally round; to join the great endeavour, to rebuild our country, to restore our independence.

To work in the service of a better nation for all.

Alba's stated aims:

National Independence for Scotland as an immediate necessity, and overwhelming priority, achieved by democratic means through a vote of people resident in Scotland.

The promotion of all Scottish interests, and the building of an economically successful, environmentally responsible and socially-just independent country, through the pursuit of a social democratic programme.

The acceptance by the Scottish people of a written constitution for the newly independent country; defending the rights, liberties and equality of all citizens before the law.



Launch Candidates

The Right Honourable Alex Salmond



Former First Minister of Scotland

Leader Alba Party

The Rt Hon. Alex Salmond



Eva Comrie – Lawyer, specialising in Family and Child Law



Eva Comrie

Eva Comrie was born in the heart of Scotland at Stirling, brought up in Blairlogie, Crieff and Alva and educated with the help of a student grant at Edinburgh where she studied law. Eva runs her own legal practice and specialises in family and child law.

She self-describes as the 'bionic candidate' because the Scottish NHS saved her life; giving her a couple of dozen prosthetic legs over the years and custom-building her a titanium spine.

Eva comments at today's Alba Party launch, *"Since Scotland's independent autonomous education and health services created and rebuilt me, I fully intend to return the favour by helping to rebuild Scotland as an independent and spirited, peace loving egalitarian country."*



Cynthia Guthrie – Business Leader and Company Director



Cynthia Guthrie

Cynthia's career has spanned financial services, NHS, defence sector and the media.

She was a member of the team which set up Sky Television's operations in Scotland, where the company grew from fledgling start up to part of a FTSE 20 company within 8 years. She then became HR Director of British Sky Broadcasting Group, based in London.

Cynthia is currently a company Director and co-owner of a company located in West Lothian and the Borders and is well placed to understand the challenges businesses face in the post Covid recovery period coupled with the impact of Brexit. Social justice and the building of an economically successful Independent country are among her key visions for Scotland.

She has had considerable experience of governance in the private sector: as a former Board member of an FE College and as a serving member of the Court of a University.

Cynthia lives in East Lothian with her husband and two adorable dogs. Hobbies are golf and following football.



Christopher McEleny – Former SNP Councillor joins the Alba Party



Christopher McEleny

Chris McEleny was born, raised, and has lived in the West of Scotland for his entire life.

He was first elected as a Councillor for the SNP in 2012 and was the Leader of the SNP in the Inverclyde Local Authority area until 2020 when he stepped down from the role to further focus on the independence cause and championing social justice.

He is one of Scotland's highest profile figures within Local Government. In recent years Chris has been seen as an authentic working class voice within the independence movement. He has been the leading proponent calling for a "Plan B" to counter Boris Johnson's refusal to agree to a referendum on Scottish independence.



Logos

This pack contains Alba Party logos, fonts and graphics for publication/ broadcast.

These one colour logos are to be used on single colour backgrounds where there are limited colour options available, and when full colour printing is not available.



This logo is only to be used when there are no other options for colour. This will mostly be in limited print runs. This may also be presented in black for the same reasons.



These are all the options when using the logo in difficult print situations. These are only to be used when absolutely necessary. When on white, preference will always be given to the full colour logo.

Colours

Along with black and white, these are the colours Alba will use throughout, and on all communication.



Scotland Blue

The primary, and most important colour for Alba.

Pantone 300 U
C: 90 M: 62 Y: 0 K: 0
r: 0 g: 94 b: 184



Alba Gold

This is purely an accent colour and is to be used sparingly and with subtlety.

Pantone 128 U
C: 0 M: 25 Y: 70 K: 0
r: 253 g: 199 b: 95



Messaging and Hashtags for Alba Party Launch

[#BothVotesYES](#) to secure a [#Supermajority](#) for Independence [#voteAlba](#)

Social Media Channels

- <https://facebook.com/AlbaParty>
- <https://twitter.com/AlbaParty>
- <https://instagram.com/AlbaParty>

Alba Party Website

- AlbaParty.org

Blogger/ Broadcast/ Press Media Bids Email

- mediabids@albaparty.org