

Eluned Morgan AC/AM
Gweinidog y Gymraeg a Chysylltiadau Rhyngwladol
Minister for International Relations and the Welsh
Language




Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref P-05-929
Ein cyf/Our ref EM/05761/19

Janet Finch-Saunders AM
Petitions Committee
National Assembly for Wales
Ty Hywel
Cardiff Bay
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Amwyll Janet,

Petition P-05-929 – Encouraging the use of ‘Cymru’ and ‘Cymry’ when referring to ourselves in Welsh and English

Thank you for your letter of 21 November about the above Petition from Mair Edwards which is currently collecting signatures.

The Welsh Government undertakes marketing activity to promote Wales in the UK and internationally as a place to visit, work and invest we are committed to using the Welsh language as part of ‘Brand Wales’ to build a distinctive image for Wales; and to grow tourism and investment.

Our brand marque or logo is always used bilingually, and we use Cymru alongside Wales in our main campaigns. We also occasionally use the word Cymru without translation in English straplines too, to enhance our messaging. A good example of this is our use of ‘This is Cymru’ as part of our brand campaigns; and in materials at Cardiff Wales Airport. We will also continue to refer to the Welsh as “Cymry” where appropriate.

Promoting the Welsh language is clearly a major priority for The Welsh Government: we want Wales to be a confident, bilingual nation. I support the idea of encouraging the use of Cymru and Cymry in a way that enhances our message: but believe that it’s also important to remain

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

flexible in our approach, and to ensure that we do so in a way that is appropriate to the context and audience of our work.

I hope this is helpful.

Cofio'r Gwraau + Naddbyr Hwau
Eluned Morgan

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