**Strawberry Field relaunches iconic John Lennon photomosaic on his 84th birthday and invites people to join famous faces in tribute to legend**

On John Lennon’s 84th birthday, Liverpool’s iconic visitor attraction, The Salvation Army’s Strawberry Field, announces the unique opportunity for fans to become part of Beatles’ history through the relaunch of its photomosaic mural. The striking portrait of John Lennon’s face, on display in the visitor exhibition, is made up of a montage of photographs including Beatles legends, famous Liverpool faces, and people from all around the world.

Fans are invited to place their image alongside people of significance within the Beatles community and John Lennon’s past, including John Lennon’s sister Julia Baird, honorary president of Strawberry Field, who is one of the first new faces to join the mural. Also joining the mosaic is Jean Catharell, a long-standing fan and member of the Beatles network worldwide, and Freda Kelly, once known as ‘The Most Coveted Girl in the World’ during the height of the band’s success, secretary to the Fab Four. They will be joined by images of original members of John Lennon’s first band, The Quarrymen, including Colin Hanton, Len Garry, Rod Davis, John ‘Duff’ Lowe, Pete Shotton and Ivan Vaughan, with more iconic figures set to feature.

Strawberry Field has a limited number of spots on the unique photomosaic celebrating John Lennon's lasting legacy. Fans can secure their place by purchasing a spot to feature their photo within the giant mosaic, joining famous faces to form an iconic tribute to Lennon.

Measuring 8 metres wide and 2.4 metres high, the floor to ceiling photomosaic will be a spectacle for visitors to the exhibition and will stand alongside the world-famous ‘Imagine’ piano, a limited edition 12” vinyl of the hit record, ‘Give Peace a Chance’, and other Strawberry Field memorabilia.

Money raised from the project will support the charitable work of The Salvation Army’s Strawberry Field and will help fund its Steps to Work programme, a series of initiatives empowering 18-25 year olds with learning difficulties or other barriers to gain and stay in employment to develop and achieve their goals.

**Major Kathleen Versfeld, mission director, Strawberry Field, said:**

“The John Lennon Photomosaic is a rare opportunity for fans to be part of John Lennon’s lasting legacy, here at Strawberry Field, celebrating past, present and future generations. I can’t think of a better Christmas gift, for oneself or a loved one; a gift that celebrates a unique individual from the past, whilst bringing hope to the many Steps to Work trainees who dream of following in John’s footsteps by fulfilling their unique potential.”

Spaces on the John Lennon Photomosaic can be purchased here. 10% early bird discount can be redeemed before Friday 8th November using code MOSAIC10 > https://store.strawberryfieldliverpool.com/1-50-063-01-01-john-lennon-photomosaic-s.html

For more information about Strawberry Field, visit the [**website**](https://www.strawberryfieldliverpool.com), and on social media - [**Twitter**](https://twitter.com/strawberryfield)**,** [**Facebook**](https://www.facebook.com/StrawberryFieldLiverpool/)and [**Instagram**](https://www.instagram.com/strawberryfieldliverpooluk/?hl=en)

[**IMAGES**](https://drive.google.com/drive/folders/1WsdZsqbGVIp2ropXMr3Lb6cPHqtPNiVi?usp=drive_link)

**Editor’s notes**

**Strawberry Field**

Strawberry Field is an award-winning visitor attraction located in Woolton, south Liverpool, located at the iconic site immortalised by John Lennon in The Beatles' hit, ‘Strawberry Fields Forever’.

Telling the story of John Lennon's childhood and the writing and recording of the iconic song ‘Strawberry Fields Forever’, the Strawberry Field attraction is home to an interactive visitor exhibition which includes the actual ‘Imagine’ piano, the original red gates, and the magical gardens where John played, climbed trees and dreamed as a child.

Through archival footage, photographs, timelines and specialist media guides, visitors to Strawberry Field can experience where John Lennon played and what happened behind the famous red gates.

Profits from the visitor experience and commercial operations go towards keeping the gates open for the good of the local community; and to help fund Steps at Strawberry Field, a series of programmes aimed at those with learning difficulties or other barriers to employment.

**The Salvation Army**

The Salvation Army is an international Christian church and registered charity which has been transforming lives for more than 150 years. Working in 132 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 650 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk/)

Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children’s home in 1936 and for nearly 70 years the site supported some of Liverpool’s most vulnerable children until it closed in 2005.

A young John Lennon lived nearby and played in the grounds, eventually inspiring him to write the song Strawberry Fields Forever. In 2019, The Salvation Army opened the gates of its newly developed visitor centre and learning hub.