

I am NI



world class talent
punching above our weight

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#NI2030: your say

 'I am NI' FB cover

There's a brand I wear, of no side
That shows the world where I live, with a heart full of pride
It's free from religion, it has no vote
As far as I know it's a pretty full boat
Of people like me who sit in this space
Accepting of all regardless of colour or race.



You see I'm Irish, I'm British and I'm all in between
I'm a unique mix, of which many will dream
I'm McIlroy, I'm Neeson, the Titanic and Best
I'm the Causeway, the beaches, the Glens and the rest.

Put simply when asked - I am 'NI'
Which for me means The North or Northern, or just 'I'
It's on our big brands, it's all over the web
And I prefer to use it instead
Of the green, white and gold, the red, white and blue
To state that I'm 'all' and not of the 'few'.



I dream of a future where my kids will be free
To say what they want and be whoever they'll be
You see my kids don't see sides, theirs is a world in full colour
They accept all as equal and respect one another
All cultures, minorities, religions, beliefs, LGBT
It's only the person inside they can see.

So 'NI' is the flag that I pin to my mast
It shows to my neighbours I don't live in the past
I support Ireland Rugby, GAA, the national footy side too
Camogie, sailing, cricket, hockey, to name but a few
I learn basic Gaelic and Ulster Scots - as it's important to know
Our street names, our heritage and to my neighbours I'll show
A respect for a world we share and we'll grow.



From Space we're like Monaco, a jewel shining bright
A small population with commercial might
'The Shipyard AND The Linen Capital of the World'
... we were once known for our power, our knowledge and our state
World class talent punching above its weight.

That's the story I tell my son
Of what was achieved on the soil he lives on
It makes him proud, it gives him hope...
"Think big, dream hard, build a future for your own kids", I'll say
"On the soil you stand they'll inherit one day."



You see, what I say to my wean is key
He'll mimic, repeat, he'll be just like me
I live in a world where I have no hate
I resent no-one, I accept all through my gate
People of all colours, gay and off-beat
These are my neighbours who live in my street.

'NI' is the flag that I pin to my mast
It states that I am all, I am none - that I don't live in the past
I only see a future of colour and fun
Of people and soil, all there for my son.

The brandNI movement is a neutral, crowd-sourced, publicly owned, non-funded movement that is non political, non religious and non prejudicial, which celebrates the best of NI.