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COTTINGHAM HIGH SCHOOL PUPIL WINS NATIONAL FILM AND TV ANTI-PIRACY COMPETITION

*Local pupil wins national education award for her creativity in promoting
the importance of copyright*

A student from Cottingham High School in Cottingham, East Yorkshire has been awarded as the winner in a national advertising competition. Emily Richardson, 17, won a £5,000 cheque for her school to put towards student resources and an iPad 3 for the best video entry in the **Be@reative powered by ScreenThing** national advertising challenge, which aimed to raise awareness of the importance of copyright and creativity.

With over 300 entries, the competition saw young people aged 11 to 19 from schools up and down the UK compete to create an inspirational original advertising campaign aimed at their peers. Students were set the challenge of bringing to life the value of the UK film, TV and video industry to show why it is important to choose official content over illegal downloads and streams.

The national competition, run by film charity *Film Education* in collaboration with film, TV and video industry body *The Industry Trust for IP Awareness*, gave young people the opportunity to showcase their creative talent while getting a unique glimpse of the dedication, hard work and relentless innovation that goes into making film and TV in the UK.

Emily's winning video celebrated the value of choosing official film and TV by using clever and effective animation on post-it notes with a stop-motion effect whilst narrating the script to camera. Visually striking and engaging to watch, it successfully captured the attention of the viewer and made the audience smile at the simple genius of it. Another shortlisted student from the school also used animation to showcase the heightened emotions that a cinema experience gives to a viewer.

Liz Bales, Director General of the Industry Trust for IP Awareness, said "We're thrilled to award Emily on this achievement. Copyright infringement is a real challenge to the film, TV and video industry, as it has a direct effect on the UK's economy and jobs. Giving students a hands-on learning experience within the classroom where they themselves become the creators helps them appreciate the role of

copyright in the film and TV industry, and enhances their understanding that copyright enables more of their much loved shows and films to be produced.”

Film Education's Emma Bull commended the entrants, saying "This is the third year we have run Be@reative with the Industry Trust and we are continually impressed by the creative talents of the young people who take part. This year's competition was a tough one to judge with high calibre entries in both age categories, and all showing great creative skill. We're delighted to award Emily for her winning entry.”

Michele Lister, tutor at Cottingham High School said: “I have been involved with the BeCreative competition for a few years now; I feel it really focuses my BTEC Creative Media students on the issues that impact the industry they are preparing to enter. The students enjoyed the challenge of creating work with a message that will support and help to protect the film industry. As future filmmakers, they see it as their responsibility to encourage as many as they can to respect the work being done in this country.”

Winning student, Emily Richardson said:“The purpose of my clip was to convey the hypnotic beauty and the social comfort of experiencing cinema as part of an audience, where everyone has their own way of enjoying it - none of the film on the screen is shown, leaving it to the imagination of the viewers. Creating such a short clip with drawn characters meant that I could be as creative with their personalities as I wanted to be, helping me to appreciate the many ways cinema is enjoyed.”

Recent researchⁱ from the British Film Institute shows a 202% increase in students enrolling in higher education film studies courses in 2010/11 compared to 2003/04, and a 48% increase in students entering GCSE media studies over the same period, demonstrating how film education is moving up the curriculum agenda, supported by programmes like Be@reative.

To find out more about the **Be@reative powered by ScreenThing** competition visit:

<http://filmeducation.org/becreative>

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Notes to Editors

About Be@reative powered by ScreenThing

Be@reative powered by ScreenThing is a unique production competition for young people aged 11-19, offering recognition for UK creative talent plus great prizes for individual winners and their schools.

Film Education has teamed up with ScreenThing, (a unique programme, run by the Industry Trust for IP Awareness, which takes young people under the skin and behind the scenes of the film and TV industry) to deliver this year's Be@reative competition.

This year's competition brief, provided by the Industry Trust for IP Awareness, asks students to create an original advertising campaign that encourages young people to respect the UK film and TV industries and make the positive decision to choose official film and TV. Winning entrants in each of the 11-14 and 15-19 age categories get to take home their very own iPad 3. In addition, the winners' school or college receives £5000. Runners-up prizes will also be awarded.

By promoting the creativity it takes to make film and TV shows, and the value of them to the UK economy, students can help ensure that great TV and film, and careers in those industries, are available long into the future. For more information visit: <http://www.filmeducation.org/becreative/>

About Film Education

Film Education is a charity supported by the UK film industry. It provides award-winning teaching resources, teacher training and cinema based events which support the use of film within the curriculum. Film Education have been producing unique, curriculum-relevant film-based learning experiences for over 25 years at no or nominal cost to teacher. For further information visit: http://www.filmeducation.org/about_us/

About ScreenThing

Be@reative has teamed up with ScreenThing, a unique programme which takes young people under the skin and behind the scenes of the film and TV industry, to deliver this year's exciting competition. To find out more about ScreenThing visit: www.facebook.com/screenthing.

About The Industry Trust for IP Awareness

The Industry Trust for Intellectual Property Awareness was established in 2004 to tackle the growing issue of film and TV copyright infringement in the UK. Today it has more than 30 members, including film and TV distributors, cinemas, DVD retailers and home entertainment rental companies. The Industry Trust seeks to achieve its aims through consumer education and awareness campaigns and the provision of training and information for those working to protect and enforce copyright. For more information on the Industry Trust's work visit: www.industrytrust.co.uk

ⁱ According to the British Film Institute statistical yearbook: <http://www.bfi.org.uk/statisticalyearbook2012/>