



See, think, make.
Imagine
intofilm.org



WILTSHIRE PUPIL WINS NATIONAL COMPETITION WITH INTO FILM AND AARDMAN ANIMATIONS

- Pupil sees short film idea made by Oscar®-winning studio to be screened at nationwide Into Film Festival -

7 November 2014: 13-year-old Hannah Mason from Wiltshire has scooped the top prize in a national storyboarding competition hosted by the film and education charity Into Film, the Intellectual Property Office and the Industry Trust for IP Awareness, which saw her story made into short animated film by Oscar®-winning studio Aardman Animations.

The charity, which enables young people to learn through and about film and is supported by the BFI through Lottery funding, invited schoolchildren across the UK to put their creative skills to the test for the once-in-a-lifetime chance to get their idea developed into a short film by Aardman, the makers of *Wallace & Gromit* and *Chicken Run*, as part of an innovative Design and Technology teaching resource 'Creating Movie Magic'. The competition under-pinned a resource to teach young people about the value and importance of copyright to creativity, encouraging them to view film legitimately through 'above board' channels, which can be found via www.FindAnyFilm.com. The resource was designed to fit into the D&T curriculum and taught young people stop-motion animation, about careers available in the UK film industry, and tasked young people to create a pro-copyright animated storyboard to raise the issue of copyright with young people.

The teenager who attends Avon Valley College in Salisbury, submitted her winning idea 'Zombie Fairy' – which shows the craft and graft that goes into film-making to encourage people to support the UK film industry – and has seen the story turned into a short animated film made by the award-winning studio. The 30-second film will be screened to hundreds of thousands of young people at over 2,700 screenings and events this November as part of the Into Film Festival, which takes place across the breadth of the UK. The festival enables young people aged 5-19 to learn through and about film, interact with filmmakers and explore filmmaking, promoting traditional and visual literacy and encourage critical thinking.

As a part of the winning prize, the winner also received an all-expenses-paid trip along with classmates, to the Aardman studio in Bristol - the home of *Wallace & Gromit*, *Morph* and *Shaun the Sheep* - to have an exclusive meeting with the Aardman production team about bringing their winning storyboard to life. The winner and friends also got an exclusive behind-the-scenes tour

of the studio, which is currently in production on *Shaun the Sheep The Movie*, which is set for a UK theatrical release in February 2015.

'Creating Movie Magic' is the first project in the new collaboration between film and education charity Into Film, the IPO and the Industry Trust for IP Awareness. 'Creating Movie Magic' has been designed in collaboration with National Schools Partnership and Aardman Animations, and is supported by Cinema First.

Into Film - supported by the BFI with Lottery funding, together with funding from the film industry and a number of other sources - incorporates the legacy and staff of two leading film education charities, FILMCLUB and First Light, building on their experience and success in delivering programmes of significant scale and reach to children and young people across the UK.

- Ends -

For further information or to obtain the 30-second film 'Zombie Fairy' and a short behind the scenes film to host, please contact:

Charlie Wainwright
Into Film
Editorial & PR Manager
charlie.wainwright@intofilm.org
0207 288 4520

Katy Carter
Industry Trust
Senior Marketing Manager
katy.carter@industrytrust.co.uk
0207 440 0382

NOTES TO EDITORS

The Creating Movie Magic resource is the first project in the new collaboration between film and education charity Into Film and the Industry Trust for IP Awareness, the leading body championing respect for copyright. Creating Movie Magic has been designed in collaboration with National Schools Partnership, and is supported by Cinema First and the Intellectual Property Office (IPO).

About Into Film

Into Film is an education charity that seeks to put film at the heart of children and young people's learning and cultural experience. Our ambitious UK-wide programme will provide 5-19 year olds with unparalleled opportunities to see, think, make and imagine, contributing to their educational, cultural, creative and personal development. We will achieve this by:

- Working with the education and informal youth sectors to support and promote learning through and about film
- Partnering with industry to enhance the appreciation and understanding of film
- Taking advantage of the learning solutions made possible by digital technology

Into Film incorporates the legacy of two leading film education charities, First Light and FILMCLUB, and will be working together with a range of partners in England, Northern Ireland, Scotland and Wales. Into Film is supported by the BFI, together with funding from the film industry and a number of other sources.

Into Film is a trading name of Film Nation UK
Registered charity number 1154030
Registered Office: 31 Islington Green, London, N1 8DU

About the BFI

The BFI is investing £26m of Lottery funding over four years for Into Film to deliver a bold and visionary new film education programme, available to every 5-19 year-old and the 26,700 schools in the UK. The BFI's aim

is to create a single unified programme for watching, making and learning about film in order to safeguard and boost future film audiences through learning and appreciation of film and stimulate a new generation of filmmakers and film talent. The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role, which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.

About The Industry Trust for IP Awareness

The Industry Trust is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust's work, visit www.industrytrust.co.uk

About Cinema First

Cinema First is a cross-industry group representing cinema exhibition and distribution, charged with promoting and protecting the cinema-going experience. Responsible for the allocation of funds generated by the Orange Wednesdays promotion, Cinema First has supported initiatives to improve children's education about and understanding of film and cinema as well as raising public awareness about the importance of Intellectual Property and copyright protection. Representing the whole industry, Cinema First is now a significant benefactor of Film Nation UK through cash and in-kind commitments. The Board of Cinema First comprises senior executives from Odeon, Cineworld, Vue and Showcase Cinemas, the Cinema Exhibitors' Association (CEA), Universal, 20th Century Fox, Sony, StudioCanal and Film Distributors' Association (FDA).

About Aardman Animations

Aardman, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions www.aardman.com

About the Intellectual Property Office

The Intellectual Property Office is the official government body responsible for intellectual property rights in the United Kingdom. These rights include patents, designs, trade marks and copyright. Its educational campaign activities aim to provide young consumers with a better understanding of and respect for intellectual property through interactive campaigns, online games, teaching resources and competitions. For more information on the Intellectual Property Offices work, visit www.gov.uk/ipo

- The IPO is within BIS and is responsible for the national framework of Intellectual Property rights, comprising patents, designs, trade marks and copyright
- IP plays a vital role in encouraging business growth and success. Understanding the IP a business owns or uses and how to manage this strategically can offer significant benefits to a business
- Online resources that form part of the new national education campaign include the Cracking Ideas competition. Cracking Ideas is a government-backed project and uses a combination of lesson plans; activity packs, challenges and dedicated website, to encourage innovation and creativity amongst children aged 4 to 16 all with links to the UK curriculum.