

PRESS RELEASE: FOR IMMEDIATE RELEASE

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**Same But Different – Raising Respect In Herefordshire
*Diversity Film Opens Borderlines Film Festival 2011***

Borderlines Film Festival 2011 opens on Friday 25th March with the premier of a powerful suite of new films from The Rural Media Company called 'Same But Different', which uncovers the rich diversity of Herefordshire's close knit communities. The premiere screening, which will be held at Point 4 at 10.30am, will be introduced by Jesse Norman MP and Cllr. Anna Toon, Mayor of Hereford.

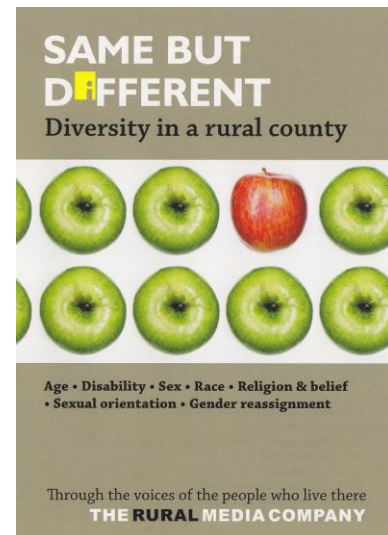
Same But Different comprises inspirational testimony from individuals who have been brave enough to stand up and publicly tell their stories, in a bid to dispel some of the myths about the countryside that still perpetuate. And the good news is that for many, Herefordshire is seen as a tolerant and welcoming county.

Funded by the Equality and Human Rights Commission and working closely with Herefordshire Council's Corporate Diversity Team, Rural Media's remit was to create 'trigger' films that could be used as a training tool for diversity practitioners in the public, private and third sector as well staff trainers, teachers, tutors and adult/youth group workers.

Told in very short (2 and 3 minute) documentary profiles, the film has been developed to aid understanding and challenge stereotypes, in a bid to raise respect for everyone in the county.

The film was produced over six months across the county through interviews, workshops and vox pops.

Jane Jackson, Director of Production at Rural Media said "We wish to thank all the people in this film who were willing to stand proud and tell their extraordinary stories to camera." She went on to add, "We hope these films



will encourage a more equal society and help us celebrate tolerance and diversity”.

“I am so pleased to have been part of ‘Same But Different’, it seemed to be a very worthwhile project, not just for myself but for the ‘Big Society!’” commented Stephen, a student from The Royal National College for the Blind. Stephen went on to say, “I think initiatives like this are essential in challenging people’s attitudes and raising awareness of ‘difference’. It has to be said that my first impressions of Hereford were of a slightly over-traditional place, where diversity wasn’t obvious and certainly not celebrated. I hope this film will go some way to changing it.”

‘Same But Different’ covers the following ‘protected characteristics’ designated by the Equality & Human Rights Commission as part of the statutory remit to promote and monitor human rights. These include:

- Age
- Disability
- Sex
- Race
- Religion & belief
- Sexual orientation
- Gender reassignment

Trainers and/or organisations who would like a copy of the film following its premier can contact Jan Howells at The Rural Media Company at janh@ruralmedia.co.uk

Same But Different will open the Borderlines Film Festival on 25 March 2011 at 10.30 am at Point4, Royal National College, Hereford. To reserve tickets please contact Natalie on 01432 344039 or email nataliep@ruralmedia.co.uk Tickets are free of charge.

Release ends

Note to Editors

- **The Rural Media Company** www.ruralmedia.co.uk is a registered Charity and Company Limited by Guarantee working throughout the UK and supported by ScreenWM, Elmley Foundation and Herefordshire Council.
- **The Equality and Human Rights Commission (EHRC)** www.equalityhumanrights.com is a Non Departmental Public Body (NDPB) established under the Equality Act 2006 as a corporate body. EHRC has a statutory remit to promote and monitor human rights; and to protect, enforce and promote equality across the nine "protected" grounds - age, disability, gender, race, religion and belief, pregnancy and maternity, marriage and civil partnership, sexual orientation and gender reassignment.