

## **PRESS RELEASE**

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### **Travellers cross the digital divide**

Travellers' Times is the only national magazine for Britain's 300,000 Gypsies and Travellers and it's about to move online and get faster, louder and bigger.

TT Online launches on International Roma Day - 8<sup>th</sup> April 2009 - with news, films, radio, learning and comment by, for and about Britain's Gypsy, Roma and Traveller communities.

The new website has been developed by The Rural Media Company with funding from the Department of Children, Schools and Families. "We are building on 9 years of publishing the magazine", says Rural Media's Jane Jackson, "to offer an exciting and instant view of Traveller life and culture in Britain today, both for Travellers themselves as well as the education sector".

"Whether it's trading on Ebay or keeping in touch through BeBo or savvychavvy.com, and with more of us going on the internet, it's high time we had a website that did us, and our views, justice", says Jake Bowers, the Romany journalist, who is the new Editor of TT Online.

The site will offer a high level of interactivity: opportunities for young people to showcase their successes, their music and photographs; for parents and teachers to find and review school resources on Traveller history and culture; for Travellers to keep up to date with news, health and legal issues; for the public sector to find out more about this misunderstood community and a way to communicate directly with them via editorial and advertising.

"If all of Britain's Gypsies and Travellers gathered in one place, we'd take up a city the size of Cardiff, Nottingham or Belfast." writes Jake Bowers, "But we're not all in one place (thankfully some might say!). At the very least, we'd have our own weekly newspaper and local radio station. TT Online will be a combination of all those things and more."

## **Release ends**

### **Note to Editors**

- TT Online will be live from 8<sup>th</sup> April 2009 at [www.travellerstimes.org.uk](http://www.travellerstimes.org.uk)
- For interviews and images, contact Alison Chapman or Natalie Preece at **Tel: 01432 344039**.
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- [www.ruralmedia.co.uk](http://www.ruralmedia.co.uk)