

PRESS RELEASE

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Rural Diversity Film Takes to the Road

Same But Different (SBD) is a two-year project developed and delivered by The Rural Media Company (www.ruralmedia.co.uk), in partnership with Herefordshire Council Diversity Team, and funded by the Equality and Human Rights Commission (EHRC).

During the first year 18 short 'trigger' films were made with local people who are tackling equality issues surrounding age, disability, race, faith, gender and sexual orientation. The films were premiered at Borderlines 2011 Film Festival to a packed audience, with a welcome by the then Mayor of Hereford, Cllr Anna Toon. Jesse Norman MP for Hereford and South Herefordshire set the context for the project saying, "*These films are little gems, and should be shown in cinemas up and down the country.*"

The 18 individuals who feature in the films talk candidly about how being 'the same but different' has affected their lives in a poignant, entertaining and thought-provoking manner. Together the suites of films burst myths and reveal some surprising truths, demonstrating just how diverse our county really is.

As the project enters its second year The Rural Media Company is now making the Same But Different DVD available to groups across Herefordshire. Already community and voluntary groups, schools and colleges, businesses and public sector services have offered to run screenings for their staff and members. The 2-3 minute trigger films are ideal to stimulate discussion about diversity and ways in which we can become a more inclusive society.

Four more films will also be added to the SBD portfolio. One on mental health and equality has already been made, another on life as a Traveller is in the pipeline, but the Rural Media Company are hoping to hear from a same-sex couple who have had, or are planning, a civil partnership ceremony, and any women who have had difficulties resuming their careers after leaving work to raise a family.

If you or your organisation would like to host a Same But Different screening you can request a free copy of the DVD and accompanying notes. Rural Media can

also provide equipment for the screening together with a facilitator free of charge if required. Screenings can last between 30 – 90mins depending on the needs and availability of audiences.

If you would like to hold a screening of the SBD films, please contact either:

Jeff Newsome, SBD Co-ordinator, on 01432 344039, jeffn@ruralmedia.co.uk or
Francesca Sandwell, Marketing and Communications Co-ordinator on 01432 344039, francescas@ruralmedia.co.uk

Release ends

Note to Editors

- **The Rural Media Company** is a Charity and company limited by guarantee and is supported by ScreenWM, Elmley Foundation and Herefordshire Council.
- www.ruralmedia.co.uk