

PRESS RELEASE

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Bromyard – the movie

Bromyard is set to be the location for a mini feature film, inspired by the town and its inhabitants. The movie, which is described as a Community Film Project by local producers, The Rural Media Company, will give residents of Bromyard the chance to work alongside professional filmmakers, photographers and scriptwriters, to research stories and characters and shape a film script.

'Everyone in Bromyard will have a story to tell; a current burning issue, a local myth, a unique character, a funny event, a tragic accident or a personal view. Through fun, creative workshops we will be inviting everyone from the local community to contribute to a melting pot of ideas that will inspire a film that is uniquely Bromyard,' says Project Producer, Adrian Lambert.

The film making process will start with workshops in film ideas, script writing, filmmaking, photography and sound capture. And the hands-on movie making experience won't stop once the script is written. In producing the movie, locations will be found, props prepared and film crew roles like 'first assistant director' learnt, by Bromyard residents; even the characters in the movie will be played by local people.

Funding for the project, from the Arts Council and LankellyChase Foundation, has been made possible by strong local demand from the HOPE centre, Queen Elizabeth High School, the Mayor, Police, Youth at St Peters and others; 'We are really looking forward to getting involved in hands-on practical workshops and activities that will transform the life chances of our youngsters and present Bromyard as a vibrant, caring community,' says Adrian Long, Headteacher at Queen Elizabeth High School.

The final film will be screened locally as well as at film festivals and on the Internet and it may be broadcast on TV.

'**Crafta Webb**', The Rural Media Company's most recent Community Film produced with Bredwardine, Brobury, Staunton and Letton has just launched at the Borderlines Film Festival to a packed house and rave reviews. Participants' comments included, "I have learnt so much, made so many

friends and had so much fun, it was amazing” and “I was blown away with the film and how it connected with the place and people involved in the film. I found it an incredibly moving experience.” ‘Crafta Webb’ will also be screened at The Hay Festival, on the Community Channel and is being distributed nationally and internationally.

An Open Meeting, for anyone interested in the new Bromyard Community Film Project, will be held on Thursday 10th April, 7.30pm at Bromyard Public Hall. All welcome.

For further information please contact Vey Straker at the Rural Media Company on 01432 344 039 or e-mail veys@ruralmedia.co.uk.

Release ends

Note to Editors

- Rural Lives is funded by Arts Council West Midlands and LankellyChase Foundation.
- The Rural Media Company works throughout the UK. It combines community and informal education, training and advocacy with the professional skills of the media industry. The results are effective, high-impact, high-quality media projects and educational materials at the cutting edge of current policy and debate.

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