

PRESS RELEASE

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Costa del Marches

COSTA DEL MARCHES, The Rural Media Company's new cinema short is to premiere at Borderlines Film Festival on March 24th at the Courtyard, Hereford.

The 5-minute film is a comedy, set on a Herefordshire farm, where Bob, an ambitious farmer plans to diversify and profit from climate change by turning his land into a seaside resort. By increasing his carbon footprint in ludicrous ways, he draws the audience's attention to their everyday actions and behaviour around energy use, and the consequences are funny and memorable.

Bob is played by the TV and theatre actor, Robert Duncan, best known as Gus, in the long-running TV series "Drop The Dead Donkey", currently transmitting on Sky Digital.

The script was developed by a new Herefordshire writing team (A Force for Good Writing), who won The Rural Media Company's story competition with their zany idea and then worked with the film's director, John Humphreys, to develop the script.

The film is a partnership project with the **Marches Energy Agency**, who provided the expert knowledge, and **Flicks in the Sticks**, who will be screening the film with every main feature on their village hall circuit this Spring. Funded by Defra - the joint project was a winner in the Climate Challenge Fund last summer for it's proposal to produce a well-researched, eye-catching communication for audiences in rural areas.

Release Ends

Note to Editors

- This project is a partnership between **Marches Energy Agency** www.me.org.uk **The Rural Media Company** www.ruralmedia.co.uk and **Flicks in the Sticks** www.artsalive.co.uk
- Funded by **Climate Challenge** www.climatechallenge.gov.uk

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