

PRESS RELEASE

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Rural myths set for movie treatment

The myths and magical folklore of Herefordshire life will be recreated on film with a modern twist thanks to a £25,000 award from the Young Roots Heritage Lottery Fund (HLF), it was announced today.

The award has been made to The Rural Media Company - levered by support from Screen West Midlands and the UK Film Council's First Light Filmmaking Partnership - to work with thirty young people in the county on a film project that will set Herefordshire's ancient legends of demons, witchcraft and river wraiths in the contemporary world.

The young people will work with film directors, script writers, cinematographers and historical researchers in a series of creative and practical workshops to develop two films.

Nic Millington, chief executive of The Rural Media Company, is delighted to receive the HLF grant, which builds on a previous film project *Pugilists*, involving young people in the county.

'This project will allow young people to explore the stories, myths and tales behind Herefordshire's darker and more mysterious rural heritage. Through researching and producing films based on local stories, they will learn more about the history of their county and the ways in which storytelling enables communities, past and present, to address the fears, hopes and tensions of life,' he says.

The Magic, Movies and Myths project will be produced with help from the Hereford Museum and Archive Service.

Nic Millington adds: 'Through this project young people will be given the opportunity to develop a range of skills such as recording oral history, accessing heritage services such as libraries and museums, research via the web, exploring locations and communities; and creative skills for interpreting heritage and local history.'

HLF's regional manager Anne Jenkins says 'Young people from schools and youth clubs in the county will be given the opportunity to join this fantastic project. Not only will they learn many valuable and interesting skills, but it will also give them an insight into how story telling has shaped the culture and heritage of the community.'

Release ends

Note to Editors

- Based in Herefordshire and established in 1992 The Rural Media Company uses media and communications - film, video, photography, journalism, graphic design and the Internet - to produce high-impact moving image and new media work. We are a key client of the regional screen agency Screen West Midlands and have won numerous awards nationally and internationally and are renowned for our expertise in this field of work.
- The Rural Media Company is a registered charity.

www.ruralmedia.co.uk