

PRESS RELEASE

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For immediate release

The Rural Media Company enhances outreach service

Thanks to a unique scheme run by the Herefordshire Access to Services Partnership, The Rural Media Company has been able to expand its outreach work in the county. The local communications charity has purchased a new van with support from Advantage West Midlands, Herefordshire Council and Community First.

The new 8-seater Mercedes van means the charity can continue to expand its media training, projects, and events, and keep working with rural people in even the most remote communities.

Each year Rural Media works directly with over 1000 people, mostly on their home turf, and usually out in the sticks. Rural Media's Chief Executive, Nic Millington said, "our teams are out on the road at least 2-3 times a week bringing quality media training, creative opportunities and state of the art equipment to the community".

Already the new facility has been used to: deliver screenings in village halls of 'Fieldwork', (a new suite of digital history stories made by local farming communities); to train young people in digital media such as film, photography and animation in schools and youth centres; and transport crew, kit, props, actors and extras on location to shoot the company's latest community film in Bromyard.



Nic Millington went on to say, "The new van means we can make better provision for people with mobility difficulties including older and disabled people and will ensure young and marginalised people, few of whom have access to their own transport, can benefit from training, information and participation in projects".

Release Ends

Note to Editors

- For further information on The Rural Media Company visit www.ruralmedia.co.uk
- For further information on Screen WM visit www.screenwm.co.uk
- For further information about Herefordshire Access to Services Partnership, contact Paul Paice at Community First Tel: 01432 262970 or Yvonne Tustain at Herefordshire Council Tel 01432 260000
- Photo Caption: Rural Media Team arrive in Bromyard to shoot a new community film.