

## PRESS RELEASE

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### **Young people needed to create short films to be shown at the London 2012 Olympic and Paralympic Games**

A Film Nation: Shorts workshop to help young filmmakers win a chance to get their work showcased at the London 2012 Olympic and Paralympic Games is being held in Hereford this February.

London 2012 is urging aspiring young filmmakers aged 14 – 19 years to apply for their place on the workshop which will take them through the skills involved in making a film. Interested 14-19 year olds need no previous experience of filmmaking just an enthusiasm to learn. They need to be free to attend an ideas workshop on Saturday 12<sup>th</sup> February and two film shoots during half term on Tuesday 22<sup>nd</sup> and Wednesday 23<sup>rd</sup> February 2011 at The Rural Media Company in



widemarsh Street. Film Nation workshop places are limited and places can be booked with Natalie Preece at [nataliep@ruralmedia.co.uk](mailto:nataliep@ruralmedia.co.uk) or on 01432 344039.

London 2012 Cultural Olympiad programme Film Nation: Shorts is a unique national programme of free workshops. The workshops will give young people the chance to meet professional filmmakers and acquire new skills in filmmaking techniques using the latest state-of-the-art Panasonic equipment. They will then be challenged to create films that will explore the ideals of the Olympic and Paralympic Games: respect, courage, excellence, friendship, equality, determination and inspiration.

The completed shorts will be entered into the Film Nation: Shorts competition and the winning films will be screened at the iconic venues of the Olympic and Paralympic Games in London 2012 to an audience of millions. The best films will also be showcased on giant London 2012 Live Site screens around the country, on the London 2012 website, and on a dedicated Film Nation website, with monthly awards leading up to an annual award winners ceremony.

Film Nation: Shorts is delivered in partnership with Panasonic, Screen West Midlands, First Light and 104 films with funding from the National Lottery through the Olympic Lottery Distributor.

Visit [www.filmnation.org.uk](http://www.filmnation.org.uk) for more details.

## **Release Ends**

### **Note to Editors**

#### **LOCOG**

- For further information please contact Paul Woodmansey the London 2012 Press Office on +44 (0)203 2012 100, [paul.woodmansey@london2012.com](mailto:paul.woodmansey@london2012.com) or visit the website at [www.london2012.com](http://www.london2012.com).
- Find out the latest from London 2012 HQ on our blog <http://blog.london2012.com> or follow us on Twitter <http://www.twitter.com/london2012>
- **Panasonic**  
Sara Barrett, 01344 476536, [sara.barrett@eu.panasonic.com](mailto:sara.barrett@eu.panasonic.com)
- **The Rural Media Company** is a Charity and company limited by guarantee and is supported by ScreenWM, Elmley Foundation and Herefordshire Council.
- **About The London 2012 Cultural Olympiad**  
The London 2012 [Cultural Olympiad](#) is the largest cultural celebration in the history of the modern Olympic and Paralympic Movements. Spread over four years, it is designed to give everyone in the UK a chance to be part of London 2012 and inspire creativity across all forms of culture, especially among young people. Millions of people around the UK are already part of the Cultural Olympiad, through the [Inspire programme](#) and [Open Weekend](#).
- The finale of the Cultural Olympiad will be in a twelve week UK-wide [Festival](#) in the summer of 2012, bringing together leading artists from all over the world.
- The Cultural Olympiad has benefited from a National Lottery grant of £15.6 million from the Olympic Lottery Distributor. Other funders include Legacy Trust UK and Arts Council England. British Council will commit £3million to the international development of London 2012 Cultural Olympiad projects. BP and BT are Premier Partners of the Cultural Olympiad. Panasonic are the presenting partner of [Film Nation: Shorts](#). For more details visit [www.london2012.com/culture](http://www.london2012.com/culture)

- **London 2012 Live Sites**

The Big Screens are erected and run in partnership between LOCOG, the BBC and the various cities, in association with London 2012 partners BT and Lloyds TSB, supported by Cisco and the National Lottery through the Olympic Lottery Distributor. The screens carry a combination of local and national news, London 2012 updates, partner films and local community focused output such as university graduations or local art projects.

- There are currently 18 London 2012 Live Sites located in Bristol, Cardiff, Middlesborough, Norwich, Plymouth, Portsmouth, Swansea, Waltham Forest, Bradford, Derby, Manchester, Leeds, Liverpool, Swindon, Edinburgh, Leicester, Dover and Woolwich.
- At Games-time in 2012 it is hoped there will be a national network of screens – both permanent and temporary – which will enable local communities to gather and watch London 2012 events.

- **Panasonic**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges.

Panasonic fully supports the ideals of the Olympic Movement and is proud to be the official Audio and Visual Equipment Partner for the London 2012 Olympic Games. Since the Calgary 1988 Olympic Winter Games, Panasonic has been an Official Worldwide Olympic Partner, bringing the passion and performance of top athletes to homes around the world through state-of-the-art audio and visual technology.

- For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

- **Olympic Lottery Distributor**

The Olympic Lottery Distributor is investing National Lottery money to fund the London 2012 Games. It is providing £15.6 million to support the Cultural Olympiad and is a principal funder of Film Nation: Shorts. It is also providing funding of £2.62 million to fund the network of Big Screens across the UK and will be providing up to £1.8 billion for the infrastructure of the Olympic Park and other Olympic facilities across the UK.

More information about the Olympic Lottery Distributor can be found at [www.olympiclotterydistributor.org.uk](http://www.olympiclotterydistributor.org.uk)

- **Screen WM**

Screen WM is the lead agency for film, television, games and digital media in the West Midlands; a region that is driving innovation and excellence in content creation and cross-media collaboration. Our remit is to develop the economic, social and cultural wealth of the region through support for the screen media industries.

- **First Light**

FIRST LIGHT is a unique organisation that provides funding and expertise to enable five to nineteen-year-olds, from all backgrounds throughout the UK, to make their own short digital films and media projects. FIRST LIGHT is supported by the National Lottery, through the UK Film Council and by DCSF. This year, the organisation will distribute £5.3 million. Since launching in 2001, FIRST LIGHT has funded over 30,000 young people to produce more than 1,000 films and media projects. For more information visit [www.firstlightonline.co.uk](http://www.firstlightonline.co.uk)