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**LIVITY AND CHANNEL 4 EDUCATION APPOINT DIGITAL AGENCY
FOR CULTURAL OLYMPIAD PROJECT**

**Public Zone appointed to deliver groundbreaking digital platform for
somewhereto**

Creative agency Public Zone has been appointed to deliver a unique online platform to connect 16-25 year olds and space-holders across the UK as part of Olympic Legacy project somewhereto. The socially motivated agency was appointed earlier this month following a competitive pitch process.

somewhereto is a key national project of the 2012 Cultural Olympiad, which has a focus on the arts, culture and sports. Delivered by youth communications agency Livity in collaboration with media partner Channel 4 Education, somewhereto aims to connect young people with space-holders in their region to enable them to access space where they can do the things they love and are passionate about.

Public Zone is working with the somewhereto team to develop a website that connects young people and space-holders, by allowing young people to log their passions and interests, and space-holders to register space which they are happy for young people to access.

The online platform will also support regional coordinators who have been recruited to work with both audiences on the ground in areas across the UK. The website will connect audiences via existing social networks and forums and showcase somewhereto activities and celebrate successes in regions nationwide.

Amanda Prosser, Director at Public Zone will be heading up the account and reporting into the somewhereto project management team at Livity.

Sam Conniff, Co-Founder of Livity said, *“The digital brief we sent out to agencies was challenging due to the numerous asks of the website and the need to ensure that two audiences who would not usually connect would be able to talk about ways in which they could work together. Public Zone delivered a very exciting proposal for the digital build, and their work ethos resonated with us.”*

Jonathan Simmons, MD of Public Zone said, *“This is a really exciting project for Public Zone. We're focusing on analytics and CRM alongside developing a fantastic front end and user experience, to enable regional coordinators to do their jobs, and space-holders and space seekers to collaborate and connect.”*

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For further information or images regarding somewhere to please contact: **Mira Jessani on 020 7326 5979 / mira@livity.co.uk.**

For further information or images regarding Public Zone, please contact **Pavla Kopečna on 07702 805 887 / pavla@ladburypr.com**

Notes to Editor

somewhere to, a key project of the London 2012 Cultural Olympiad, is funded by Legacy Trust UK, an independent charitable trust established with a £40 million endowment from the Big Lottery Fund, Arts Council England and the Department for Culture, Media and Sport. Legacy Trust UK aims to use the inspiration of the 2012 Olympic and Paralympic Games to fund a range of cultural and sporting activities for all, which will leave a lasting legacy in communities throughout the UK.

With a focus on the arts, culture and sports, somewhere to aims to enable 16-25 year olds across the UK to find spaces to do the things that they love, by working with them to secure access to spaces they often find that they don't or can't have access to. somewhere to aims to find a solution to this by connecting young people with space-holders who can help unlock spaces in their area. The interim website can be found at www.somewhere to.com

Public Zone

Public Zone is a digital agency with a cause. The agency specialises in socially motivated projects within public and voluntary sectors, producing innovative online and mobile solutions for clients including the BBC, Channel 4, The Prostate Cancer Charity, the Department of Health and UK Data Archive. Recent projects include the official broadcast website for Channel 4 London 2012 Paralympic Games and a complete relaunch of The Prostate Cancer Charity website. For more information, please visit www.publiczone.co.uk

Livity

Livity is a youth-specialist, multidisciplinary communications agency that mentors young people from a broad range of backgrounds to co-create campaigns, content and communities for brands, government, charities and broadcasters, benefiting businesses, individuals and society. For more information, please visit www.livity.co.uk

Channel 4 Education

Channel 4 Education delivers interactive digital projects aimed at young people in the UK, helping them to understand the world they live in, achieve their personal potential and make the decisions that affect their lives. As the first generation to have grown up with the web, Education's projects recognise how young people use media and technology to discover, share and learn from their families, friends and social networks. They expect to engage and control their media experiences, and to share experiences with friends across platforms and technologies. For more information please visit www.c4education.wordpress.com