

Date: 10th December 2010

**CHANNEL 4 AND LIVITY ANNOUNCE OUTREACH ACTIVITY FOR CULTURAL
OLYMPIAD PROJECT**

**Six regional partners appointed around the UK to
open up spaces to young people**

The first wave of regional partners to deliver outreach for somewhere to have been recruited this month, tasked with connecting 16-25 year olds and space-holders across the UK as part of Olympic Legacy project somewhere to.

The partners, who are skilled in both speaking to young people and utilising spaces, make up the first six of what will become a total of 24 regional coordinators to be appointed to this project over the next two years. They are based in various regions and include Young Scot from Scotland, PLACE from Northern Ireland, Fundamental and Louisa Fearnley who are both based in London, and NE Regional Youth Work Unit and Michele Deans from North East England.

somewhere to is a key project of the 2012 Cultural Olympiad, with a focus on the arts, culture and sport, and is funded by Legacy Trust UK, an independent charity set up to create a cultural and sporting legacy from the London 2012 Olympic and Paralympic Games across the UK.

Delivered by youth communications agency Livity in collaboration with media partner Channel 4, somewhere to aims to connect young people with space-holders in their region to enable them to access free space where they can do the things they love.

The six partners are now working towards building relationships with numerous categories of space-holders in their regions to encourage them to unlock unused and under-used spaces such as empty shops, garages, roof-tops, car parks, gyms, allotments and other land to name just a few.

Sam Conniff, Co-Founder of Livity said, *"It was important that the regional partners we appointed had strong local connections and were able to speak to two audiences who would not usually connect without an initiative like somewhere to."*

"I believe we have kicked off this project with some of the best delivery partners around the country and look forward to hearing about the numerous journeys that are helped along by somewhere to."

Jo Twist, Commissioning Editor at Channel 4 Education said, *"We are delighted with the first appointments because it's so important for this project that we work with people who already have fantastic relationships with young people in their local areas. The regional coordinators are key to the success of somewhere to and we can't wait to see what they do."*

To get in touch about the project and/or opening up your space to young people, please contact Kate Harwood, Regional Support and Outreach Coordinator for the somewhere to team on 020 7326 5979 / kate@somewhere.to.

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

N.B somewhere to is always spelt with a lower case s.

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 (£29m), Arts Council England (£5m) and the Department for Culture, Media and Sport (£6m). Legacy Trust UK is an independent charity whose mission is to support a wide range of innovative cultural and sporting activities which celebrate the London 2012 Olympic and Paralympic Games and which will leave a lasting legacy in communities throughout the United Kingdom.

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.somewhereto.com

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