



The Mighty Creatives invite East Midlands schools and businesses to celebrate their creative heroes to fight for the creative futures of children and young people

Schools, businesses and arts organisations across the region are invited to celebrate Creative Hero Day by hosting fundraising events until the end of the year in aid of the creative futures of children and young people

Monday 7th October, Leicester, UK – This October 10th marks Creative Hero Day, a campaign led by Leicester-based charity, The Mighty Creatives, the leading cultural education charity in the East Midlands. Following the success of the campaign in November last year, The Mighty Creatives are delighted to be running the campaign again in 2019. This year, Creative Hero Day has been aligned to World Mental Health Day to demonstrate the positive impact that arts and cultural education can have on a young person's mental health.

Any school, business or individual can sign up to support the campaign from the 10th October until the end of the year by hosting fundraising events. By signing up, supporters will receive a free fundraising kit including posters, stickers, badges and ideas for fundraising. Interested schools can sign up support Creative Hero Day here: <https://www.themightycreatives.com/support-us/campaigns/creative-hero-day>

Schools that take part are urged to use the campaign to raise funds for their own creative activities and resources, with the charity encouraging supporters to share funds between the school and The Mighty Creatives.

Nick Owen, CEO at The Mighty Creatives comments on the campaign:

“A 38% decline in arts GCSE entries between 2010 and 2019 highlights an escalating crisis in arts and cultural education. This, coupled with 83% of teachers saying they have seen a rise in the number of children with poor mental health, indicates the devastating impact that cutting creative arts subjects is having on young people.

Last year, we were delighted that so many schools and organisations across the East Midlands chose to celebrate their creative heroes in aid of Creative Hero Day. Whoever your hero is – a dancer, musician, artist, teacher, young person, community leader or friend – we want to know how they have made a difference to your life. Anyone can get involved in the campaign by fundraising, donating or simply by sharing our hashtag on social media.

Through the campaign, we're hoping to raise vital funds to ensure more children and young people across the region can access great art and cultural education as an essential part of daily life.”

The Mighty Creatives is also holding a Hero Hall of Fame exhibition, inviting residents and businesses across Leicester's cultural quarter to decorate their door or window with a portrait of their 'creative hero'. The competition costs just £10 to enter and entries will be judged by a panel of young people, awarding prizes across three places.

Share the official campaign hashtag **#MightyCreativeHero** on [Twitter](#) and [Facebook](#).

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About The Mighty Creatives

Established in 2009, The Mighty Creatives is a charity which has transformed the lives of children and young people through arts, culture and creativity. Based at the heart of the cultural quarter in Leicester, our beneficiaries are children and young people from birth to 30 years old across the East Midlands.

We work in partnership with children and young people, key funders and sector partners to champion, develop, deliver and grow:

- services that can be scaled up, demonstrate reach and result in significant and measurable cultural and social impacts
- inspiring opportunities for children and young people to engage with arts and culture
- investment in children and young people's own creative skills, knowledge and practice
- capacity in the cultural and education sectors to support the infrastructure of the region
- programmes of cultural and creative education regionally, nationally and internationally
- models of practice which ensure that the creative voices of children and young people are at the heart of all our programmes.

For other press and media enquiries please contact Bethany@themightycreatives.com or call 0116 2616 834