



## **Children's charity collaborates with Mansfield primary school for Valentine's Day campaign**

*The Mighty Creatives are excited to be working with Berry Hill Primary School on a creative campaign this Valentine's day to inspire students to 'fall in love with creativity'*

**XX February, 2020 Leicester, UK** – The Mighty Creatives, the regional charity for children and young people's creativity in the East Midlands, is excited to join forces with Berry Hill Primary School in Mansfield on Friday 14<sup>th</sup> February for this year's creative Valentine's day campaign.

Students at the school will spend the morning creating artwork and poetry based on the theme 'falling in love with creativity' for an exciting competition, ran by The Mighty Creatives. The artwork produced by students will be judged by staff at the charity, with a total of 6 winning designs selected. The winning artwork will be transformed into a series of greeting cards

Students will also be asked to write about why they love creativity, which will feature as messages i

The printed greeting cards will be sent to supporters of The Mighty Creatives as a thank you for their support and to demonstrate the impact that their contributions have made to young people's lives.

The Mighty Creatives hope that the campaign will highlight the importance of supporting exposure and access of creativity for children and young people.

Goal : To produce art work and poems (written words) with CYP across the school to align to the launch of our new look Brand and to our 14 February campaign 'Fall in love with creativity'.

Campaign :This is a campaign to raise awareness of our work as a charity and to make an appeal for our supporters to 'Give a gift of creativity' to children and young people in need for valentine's day.

Outputs: Produce artwork and written words for inclusion in a series of 6 cards that will be used to say 'thank you' to our donors and funders for supporting our work. We will select 6 designs and 6 poems to be used within the series to mark our 10<sup>th</sup> Birthday year!

Cards and poems should capture – 'Why art and creativity matters?' in CYP lives

All CYP to complete the statement – I love creativity because.... (this might explore the senses, emotional responses, physical importance of etc...)

Date: We will visit the school on Valentine's Day itself (Friday 14<sup>th</sup> February 2020 in the morning) to observe an art session, record the experience and collect the entries. TMC will work with you and the team at Berry Hill Primary School to issue a press release about the competition and campaign to

raise awareness of the charity's work and the importance of creativity in young lives. This will be issued to local media who we hope will cover the day and attend the school.

The winners will be notified by Monday 24 February 2020 where we will then arrange to come into to school to award certificates and book vouchers to the winning entries. We will also bring along badges and bands to issues to all CYP making entries to the competition.

**Nick Owen, CEO at The Mighty Creatives, comments:**

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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](mailto:Bethany@themightycreatives.com) or call 0116 2616 834**