

Attention: News Editor

For immediate release

'TRANSFORMED TEEN' HOLLIE IS CENTRE STAGE AFTER WINNING JON SNOW'S MEDIA CHALLENGE

(LONDON -- 23.2.10) -- MICHAEL JACKSON famously asked 'the man in the mirror' to change his ways - and coming face to face with her own attitude to child mortality spurred 17-year-old Hollie Anderson into making a unique film.

Along with nine fellow students from Kesteven and Grantham Girls' School, Hollie attended the Global Student Forum (GSF) in London last year. Channel 4 news presenter Jon Snow called on more than 500 sixth formers present to create an idea for a short film on child mortality 'that informs minds and moves hearts.'

Hollie, whose attitude towards child mortality was changed at the London forum, will play the part of Sarah in the winning film. It contrasts the lifestyle of 'typical teens' in the developed and developing world.

'I'm really excited about the film and can't wait to play the part,' said Hollie. 'I was like Sarah - not really aware of the issues but I've been through a real transformation which has helped me understand her. It is possible to change.'

Hollie, and nine other sixth formers from Kesteven and Grantham Girls' School, won Jon Snow's Media Partnership Challenge. With established film-makers supporting them, they are producing a three-minute film that will inform their peers about child mortality.

'From more than 50 schools present we received 29 entries, representing a lot of careful and creative work from sixth formers all over the UK,' said GSF founder Nick Pollard. 'However, Kesteven and Grantham Girls' School's idea was outstanding in engagement, effectiveness, originality and achievability.'

Pam Wood, teacher at Kesteven and Grantham Girls' School, said: 'The London forum inspired all our students. They are so excited about becoming film producers. However, what I am most proud of is their sense of achievement in raising the issue of child mortality - for them that's what really matters.'

'Winning feels like such an achievement,' said Hollie Anderson, 'although it isn't so much about what it meant to *us* but what it could mean to *others*.'

The Media Partnership Challenge has received a grant to help fund the film's production from the CBA-DFID Broadcast Media Scheme under the Programme Development Fund 2009.

'The ideas submitted were wonderfully innovative and show how young people today have a strong sense of injustice,' said Sally-Ann Wilson of CBA. 'They clearly understand what life can be like for some people in the developing world and are more than ready to do something about it!'

MEDIA PARTNERSHIP CHALLENGE 2009

Winner

Kesteven & Grantham Girls' School (Sophie Duffree, Rebecca Climpson, Kate O'Neill, Ellie Wood, Kirsty Hewitt, Hayley Groves, Natasha Cutmore, Emily Carter, Hollie Anderson, Naomi Herbert)

Runner Up

Farnborough 6th Form College (Amy Smith)

Highly Commended

Fearnhill School (Liam Mayet, Sam Johnson, Ryan Murphy, Emma Cooke, Parrees Ram, Meena Balley, Shaun Trussell, Jamie Laing)

St Michael's Catholic School (Shauna Mayers-Matthias, Sarah Adereti, Gabi Barria, Natasha Masih, Emma Molloy)

For further information: www.globalstudentforum.org/mediapartnership

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• Release issued for Global Student Forum by Stephen Goddard Associates. More info: 01744 733898 or 07930 198209. GSF website: www.globalstudentforum.org

Notes for editors

• GSF exists to enable school students of all faiths and none, to think carefully about the spiritual, moral, social and cultural issues underlying global citizenship, and to help others to do the same.

* GSF was started by educational charity Damaris Trust and is principally funded by UK aid from the Department for International Development (DFID). GSF is sponsored by Christian Aid, The Damaris Trust and World Vision.

* The CBA (Commonwealth Broadcasting Association)-DFID Broadcast Media Scheme was established in 2001 and is funded by the Department for International Development. The objective of the scheme is to improve UK understanding and awareness of the developing world via mainstream broadcast media.