



Shine
c/o Creative Partnerships
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Dear Colleague,

National Schools Festival June 30th – July 4th

Schools do a great job of seeking out and nurturing the talent that exists in all their students. We are therefore delighted to announce the launch of Shine, a national festival to celebrate all that is good in our schools and showcasing all the talent in our young people.

By talent we mean all talents, the talent demonstrated in gardening or computer gaming, demonstrated through leadership, communication and enterprise, expressed in the creativity of arts, the sciences and technology. Talents that come alive in sport or languages, academic passions and in the community through volunteering or caring. In short, we see talent as flair or an ability to be good at something, a passion or aptitude that stands out from the crowd. We want to recognise the effort and energy that individual students put into being their personal best.

We all know that young people are often in the public eye for the wrong reasons, while their talents can go unnoticed by their wider communities. This summer we want to provide a national platform to put young people at the centre of positive attention and we're inviting school staff and students to be the talent spotters.

We know there are many exciting things already happening in schools around the country. So we hope that you will schedule your special events and celebrations to fit within the festival week and, in that way, connect the activities you lay-on in your school to a major national campaign to unlock all forms of talent in all children and young people.

We are planning a strong media presence across the country, both regionally and nationally, with the endorsement and support of the Prime Minister and other senior government ministers, along with well-known names in the arts and creative industries. We hope - with your support - to be able to promote to the media a wide array of celebratory events covering a multitude of talents every day of the festival week.

We can support you with a creative kit which your staff and students can tailor-make to suit their needs including posters, stencils, badges, certificates, jingles and screen-savers. We will also provide a PR pack to help you promote your events to your local media and in the community.

celebrating the talent in everyone

Your students can play an active part in the national programme too by contributing to the Shine web site www.shineweek.co.uk which will be a platform to showcase young peoples' talents through film, stills, stories, quotes and more - a virtual wall of talent.

There will be an exciting buzz around Shine, which coincides with the new National School Sports Week, which was announced just two weeks ago and championed by Dame Kelly Holmes. So if your school is joining in National School Sports Week you can choose to combine all your activities under one celebratory banner.

The vision for the festival is to give every young person a chance to shine. We hope you will energise your staff and pupils to showcase all that they have achieved this year. This is an invitation for teachers and students to start thinking about how they could participate in Shine, how they could create ways to express their talents and spot the talent in others.

All you have to do is register with us at www.shineweek.co.uk and provide a main contact name and we will keep you posted.

I hope you will join us this summer.



Paul Collard
National Director
Creative Partnerships

