



PRESS RELEASE

SEVERN PROJECT: STURGEON MOON

Street Arts project aims to raise community spirit as waters recede

The recent flooding in Gloucestershire, Worcester and Shropshire has made the River Severn headline news. The Severn Project, which launches next Tuesday 31st July 2007, is a series of street arts performances and events which take place in towns affected by the floods including Gloucester and Upton upon Severn.

The experience, knowledge and creativity of artists and members of communities along the length of the River have inspired the development of the project over the last 18 months.

The partnership of local authorities led by Shropshire County Council and Desperate Men, Artistic Directors of the Severn Project, believe that the positive spirits of the communities at the centre of this project can be assisted by the Severn Project. Their relationship to the River Severn is clearly in focus and the project will be able to examine these new stories and experiences.

In a statement, Shropshire County Council and Desperate Men said, "We will use the planned events to acknowledge the floods and their impact on communities. We will creatively recognize the power of the river and celebrate and respect the collaboration and mutual help that has naturally arisen within those towns and villages.

"As a collaborative arts project we will be able to respond to these events continuing to use our artistic vision and sense of fun to make the performances relevant and meaningful to audiences from these flooded communities.

"We believe with a passion that the arts help to heal and revive communities, bringing people together and providing some relief from the feelings of despair.

"We are working with the Red Cross to help them raise money and publicise their drive for emergency funds to help all those affected by these floods. Help the communities affected by severe flooding in the UK by donating to the Red Cross National Floods Appeal at <http://www.redcross.org.uk/floodsappeal>"

For further information, please contact either Matthew Austin, Press and Marketing Coordinator on mp.austin@gmail.com / 07989 500732 or Hannah Ashwell, Project Manager at severnproject@gmail.com / 07768 432842.

NOTES TO EDITORS

EVENT TIMETABLE

Friday 3/Saturday 4 August	Gloucester
Thursday 9 August	Worcester
Friday 10/Saturday 11 August	Upton Upon Severn
Friday 17/Saturday 18 August	Bewdley
Wednesday 22/Saturday 25 August	Bridgnorth
Saturday 22/Sunday 23 September	Ironbridge

KEY PERSONNEL

Creative Producer:	Sue Goodwin, Shropshire County Council
Artistic Directors:	Jon Beedell and Richard Headon, Desperate Men
Project Manager:	Hannah Ashwell

www.severnproject.com

2007 LEAD ARTISTS

The Severn Project has been working in collaboration with numerous artists over the last eighteen months to create the 2007 programme of events and to plan the future of the project. This year's lead artists are Desperate Men, Alice Oswald & Taurus Voice, Avanti Display, Pa-Boom and Whalley Range All Stars.

PROJECT FUNDERS

The Severn Project is funded by Arts Council England West Midlands, the European Regional Development Fund, Shropshire County Council, Bridgnorth District Council, Telford and Wrekin Council, Wyre Forest District Council, Malvern Hills District Council, Worcester City Council, Worcester University, Tewkesbury Borough Council, Gloucester City Council and Gloucestershire County Council.

PROJECT FUNDERS

The Severn Project is part-financed by The European Regional Development Fund Objective 2, through the Celebrating Shropshire project, supporting festivals and events in the public, private, voluntary and community sectors across Shropshire.

