



**PRESS RELEASE – 12<sup>th</sup> July 2009**

## **World Record Attempt: 50 theatrical performances in 50 venues in 50 days!**

**Educational Charity ACT 4 will complete a non-stop tour of over 50 shows to public audiences around the country on the 19<sup>th</sup> July 2009.**

**The Record:** Act 4 must achieve 50 shows to set a new **Guinness World Record™** for the most number of professional theatrical performances in different venues in 50 days. Each venue has had to have a minimum audience capacity of 300, with shows taking place since the 1<sup>st</sup> June in theatres, schools and churches across the country. The show, which has to last just over 1 hour, has been performed by the same team throughout, who have also set up and de-rigged without assistance. During the last week the team will be performing 13 shows in order to exceed the target and hopefully set a new world record.

“This is a really significant achievement for a small organisation; to plan, prepare and execute as many quality shows in so many different places to such a variety of audiences has been exceptional. The show has combined entertainment with a serious message about encouraging and motivating children to be a positive force in their communities. Despite the hard work it has been vastly rewarding to see audiences respond to the practical and relevant message we have shared and will continue to share as we seek to equip children to make a positive difference.” Dr Sam Franke – Director of Act 4

**Benefitting Children & Communities:** During the attempt our new interactive show ‘Star Citizen’ has been enjoyed by thousands of children, families and teachers. As well as having ‘fun’, audiences have left feeling, ‘motivated’, ‘encouraged’, and ‘uplifted’, keen to get involved in making a positive difference. (More detailed reviews from the show are available on the Act 4 website.)

**Ongoing:** Act 4 hopes that this tour will be the start of ongoing relationships with schools and community groups. This will include inviting them to be part of a new programme we are developing - the all new Community L.I.V.E Awards (Leadership, Involvement through Voluntary Experience) a primary based, locally focused award aimed at encouraging, equipping and recognising children’s contribution to their communities. We have also recently launched a book called Street Wise, a resource to support young people in taking a lead in developing better relationships within their community, through a better understanding of the point and purpose of the criminal law as it applies out on the streets (published by Jessica Kingsley, April 2009).

## NOTES TO EDITORS:

**The Details:** For more information about our last shows please see [www.act4.org.uk/worldrecord](http://www.act4.org.uk/worldrecord)- box office 01707 665551. Ticket price for all tickets £2.50.

**The Charity:** Launched in 2003 by Dr Sam Frankel, Act 4 provides educational programmes for primary school aged children through creative and innovative work that involves delivering new and effective educational theatre to thousands of children in South Hertfordshire. The record attempt marks the charity's ambitions to take its exciting educational approach to communities around the UK.

**The Show:** Act 4's new interactive production *Star Citizen* combines drama, music, video and performance art and responds to the negative images of children, so common in today's media. It encourages children to recognise their potential and motivates them to become a positive force within their communities. The subject matter has been designed to address aspects of the national curriculum, particularly in relation to Citizenship and RE, with audiences being invited to reflect on biblical themes as they explore taking responsibility and getting involved, in a safe, respectful, effective and fun way.

**The Values:** Act 4 is committed to using Christian values as a means of equipping all children with the knowledge and skills to make a difference in the world around them. The religious content is delivered in a sensitive and inclusive way, based on many years experience of working in secular schools.

**Press Enquiries:** For images, interviews or further reviews please contact Disa Skaff, Act 4 Press Liaison, on 01707 665551 or 07904 638435 – [Kandisa@act4.org.uk](mailto:Kandisa@act4.org.uk)

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