



PRESS RELEASE – 24th March 2010

World Record Achieved: The most theatrical performances in 50 days

Educational Charity ACT 4 receives confirmation that they have set a new World Record after completing 51 shows in 51 venues in 50 days.

The Record: Act 4 have set a new world record, after being confirmed as record holders by **Guinness World Records™** for the most number of professional theatrical performances in different venues in 50 days. Each venue had a minimum audience capacity of 300, with shows taking place in theatres, schools and churches across England and Wales. The show, which had to last just over 1 hour, was performed by the same team of three throughout. This team also had to set up and de-rig without assistance. During the last week of the attempt the team had to perform 13 shows in order to set this 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 Frankel – Director of Act 4

Benefitting Children & Communities: During the attempt our new interactive show *‘Star Citizen’* was enjoyed by thousands of children, families and teachers. As well as having ‘fun’, audiences were 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 is currently promoting a new Tour of *‘Star Citizen’* for 2010 and 2011, as we seek to take its positive message to more children across the country. The new tour, aimed at primary schools, community based groups and churches, will also include workshops that reinforce the themes from the performance as Act 4 seeks to encourage children to think about the skills they have and how these can be used to make a difference in their communities.

NOTES TO EDITORS:

The Charity: Launched in 2003 by Director 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 PSHE, Citizenship and RE, with audiences being invited to reflect on Christian values 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 biblical themes are delivered in a sensitive and inclusive way, accessible to all, based on many years experience of working in secular schools.

Related Programmes: We have recently published 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). Act 4 is also currently working with national partners in developing two new programmes that have emerged out of our *Star Citizen* Programme and our successful record attempt.

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