



"You have a CHOICE"

Natalie Mayhew
pinkbutterfly8@hotmail.co.uk
07834 454 801



Event

You have a "Choice"

Date: Sunday 29th June 2008
Time: 2pm – 6pm
Venue: Arsenal FC
Attendees: 700 (seated)

Aim:

To raise awareness on gun and knife crime within the UK and make teenagers realise they have a choice to be able to walk away. The next step is to show teenagers how they can channel their energy into positive projects such as Sports, Music, Art and Education. The event will be opened up to all UK teenagers aged 12-18 years from London and Surrey.

There will be:

- Talk on consequences from parents who have lost children to Gun & Knife crime
- Police / Trident to give a short talk
- Charities showing the teenagers how they can channel their energy into positive projects - Music, Sports, Art & Education
- Music and Sport Celebrities performances
- Street Dancing and music from various teenagers already involved in projects
- Beatboxing by contestants from the Humanbeatbox 2008 competition

Charities to be invited:

- Youth Enlightenment Limited <http://www.y-e-l.com/>
- Kidsco <http://kidsco.org.uk/>
- UK Youth Parliament <http://www.ukyouthparliament.org.uk/>
- Connexions <http://www.connexions-direct.com/>
- V Inspired <http://www.vinspired.com/>
- Youth to Youth <http://www.youth2youth.co.uk/>
- Robert Levy <http://www.robertlevyfoundation.org/>

Publicity:

This event will be supported by Choice FM, and advertised through websites, direct mailing to youth centres and flyers on the streets.

On the day of the event there will be several PR agents from news to magazines, film crew and sport/music celebrities.

How you can help:

- Sponsor the event from as little as £100
- Attend the event and have a stand to promote activity programmes for teenagers

Benefits:

- Publicity – In return you will have your logo on all publicity and be mentioned in news articles
- Further fulfils Corporate Responsibility
- Contributing to a positive change / creative development in community
- Unique opportunity to be involved in such a high profile event