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Community charity wins £2,000 prize in Friends and Heroes video competition

A video featuring an East London school created by the charity Community Albums, has won a fabulous prize in a competition to create a music-video based on a moving song - *What about Love?*



During the summer *Friends and Heroes*, makers of the award-winning animated DVD adventure series with Bible stories, set a challenge to create a new version of their song/video *What about Love?* - also known as *Portia's Song*. From the many entries posted on YouTube, the entry by Community Albums featuring Cleves Primary School was awarded a runner's up prize of £2,000.

Rob May, founder of Community Albums, a charity working closely with schools and their communities said, *"Together with Cleves Primary School, we produced a video which captures on film the essence of the school and the community it serves, and that's what Community Albums is all about - giving people a voice and being heard. We work with many schools to train, equip and motivate pupils to use media to benefit their community, to build better communities through music and media."*

Rob went on to say, "We provide experienced and respected musicians, producers and writers who devise bespoke programmes which deliver community change, and help in the fight to reduce poverty in the UK and the developing world. This prize will help towards our £15,000 target to fund a project engaging with dozens of schools like Cleves Primary, to create their own special video for the 2012 Olympics, expressing what the children believe is good about their community."

What about Love? is about the power of a love which changes the world, and is from the album of the same name, available from www.friendsandheroes.com/songs

"Our song is about a journey of discovery; where Portia realises that there is a higher love, far greater than she could have imagined. We wanted fans of our shows to have the chance to do something creative, capturing the wonderful message in the song, and making something special that relates to them," said Alison Dorricott, Executive Producer of *Friends and Heroes*. *"We really loved Community Albums' use of*

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different languages (including sign language for the deaf), the inclusion of children from different cultures, able-bodied and disabled, and the warmth, humour and lightness of touch in communicating the message of the importance of love."

You can see the Community Albums' video featuring Cleves Primary School at www.friendsandheroes.com/portiacomp alongside other entries including the overall winner, Tamara Carr from Florida who is donating her winnings to Cusuna Missions - a charity working in a remote village in Honduras. Other winners include CRANE - a charity in Uganda working with children at risk and Andrew Musselman from Canada.

For more information see our online Press Pack at www.friendsandheroes.com/uk/portia-comp-press-pack

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