

CBBC AND BAFTA ANNOUNCE ME AND MY MOVIE INITIATIVE AND EXCLUSIVE JOINT AWARD

The chance to win the **CBBC me and my movie award** in association with **BAFTA** launches this week and culminates in one winning child being given a special new award at the annual Children's BAFTA's.

The exclusive new joint award is part of a unique new children's film-making initiative – **CBBC me and my movie** - which inspires and enables children to make their own films and tell their own stories.

Prior to the award, children across the UK can get inspiration from **Blue Peter** – where 12 aspiring young film-makers have earned the opportunity to be trained by top names from the film industry at the movie mansion in Pinewood Studios.

Experts include the movie mansion guru, **Duncan Kenworthy OBE**, BAFTA's former chairman, who will help bring their film ideas to life.

Duncan says: "BAFTA is delighted to partner with CBBC on me and my movie, which will give kids from all over the UK a chance to get involved in the basics of movie-making."

"We hope it's going to inspire them all to have a go at writing, shooting and editing their own movies, and whether they are interested in it as a career or not, that they begin to develop a lifelong passion for film."

To be in with a chance of winning this exclusive award, children are invited to submit their home-made films to CBBC by 30 September 2007 with the shortlisted nominees invited to attend the prestigious awards ceremony held in London on 25 November.

CBBC me and my movie is also providing an original 3D online space where children can engage with the experience of film-making. From September, children will be able to upload, share and rate each others' films on the website bbc.co.uk/cbbc/meandmymovie

Anne Gilchrist, Creative Director, CBBC, says: "Children are at the heart of everything we do and this opportunity to engage children in film-making and to share and build on each other's ideas is very exciting".

The initiative is supported by the CBBC me and my movie summer roadshow and workshops which will tour the UK with free film-making activities for children from July to September.

Notes to Editors:

CBBC me and my movie is in association with BBC Learning, BBC Children's, BBC English Regions and BAFTA.

Consultants on the project are First Light Movies, Film Education and Chocolate Films.

The CBBC me and my movie award in association with BAFTA is the first of its kind and will be judged by a BAFTA jury, chaired by **Jocelyn Stevenson**, Chair, Children's Committee.

The movie mansion will be broadcast on Blue Peter from 12 to 14 June and from 19 to 21 June (5.00-5.25pm, **BBC One**)

Duncan Kenworthy OBE is a multi-award-winning producer (Four Weddings and a Funeral, Notting Hill, Love Actually) and immediate past chairman of BAFTA.

Film Education will be profiling a selection of the best of the children's films during National Schools Film Week: 15 - 19 October (England, Wales and Northern Ireland) and 29 October – 2 November (Scotland).

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