



Wac Arts

Empowering young people
to change their world

Wac Arts Press Release – 14th February 2018

Wac Arts and Thornton's Budgens Working Together to Raise Money for Young People

- Wac Arts and Thornton's Budgens race together for funds
- Wac Arts and Budgens invites the community to join the February Fun Run
- The first year of London's Landmarks Half Marathon – Wac Arts runs for Diversity

This year on 25th March, a new, closed road half marathon is coming to London. The London Landmarks Half Marathon's route takes participants around the must see sights of the capital, from Pall Mall, past Nelson's Column and the Bank of England, down by the Shard and the London Eye and ending outside Downing Street.

Set up by Tommy's, a baby charity, the race's aim is to benefit charity sector through raising awareness and fundraising. More than 10,000 people are expected to take part, with Wac Arts securing ten places as a Charity Partner for the event. Each of these runners will be raising £500 for Wac Arts – that's the equivalent of a year's worth of Senior Wac Arts classes for one of our students. The total of £5000 will make a huge difference to our programmes going forward.

Jane Brewin, Chief Executive at Tommy's commented

"This wonderful city will have the opportunity to showcase its fascinating history, vibrant culture and its amazing people all joining forces to raise millions of pounds for good."

The race is described "as a platform for bringing London's history to life and to celebrate London's wonderful culture and heritage". In this spirit, we have chosen runners who represent our whole community, including staff members, alumni, parents, tutors and trustees. As an organisation, we pride ourselves on offering fully inclusive programmes that celebrate diversity both in the arts and in our community, and our team is a true representation of this ethos.

In addition to the London Landmarks Half Marathon, Wac Arts supporter AJ Lipford will be running the London Marathon to raise money for Wac Arts in April. When asked why he wanted to run for Wac Arts, AJ said; *'Wac Arts for me means a way to not only support the arts but also young people. I believe that creative, artistic passion should be fostered at a young age as there is a need to support organisations such as Wac Arts to achieve this mission!'*

Our runners have already been training, taking part in our January Jog last month to get kick started. To help continue their training, we are holding a February Fun Run on the 24th February. This event is open to not only our own runners but anyone who wants to join in. It's the perfect opportunity to keep up your new year's resolutions of getting fit and healthy, and to meet those who are supporting us in such a fantastic way. Anyone who wants to take part should meet outside Thorntons Budgens, Belsize Park, at 10.45am on the 24th February. It is hoped this will be the first of many events that brings Wac Arts closer to the local community.

Supporting us is Thorntons Budgens, who selected Wac Arts as their charity of the year . We are delighted that one of their staff members, Dharsen, is joining our Half Marathon team and will be

raising money for us. You can make a donation to us in store, by using the barcodes by the tills, or dropping your spare change in our charity buckets. Throughout the year, our students will be performing in store, showcasing and celebrating the amazing work that is created here in the Town Hall.

To make a donation and support the team, please visit: <https://www.justgiving.com/fundraising/wacartsllhmteam>

About Wac Arts

Wac Arts is an arts charity based in the Old Town Hall, Belsize Park, North London.

Wac Arts has been driven by the needs of children and young people for nearly 40 years. Working with hundreds of young people aged 5-26 annually; Wac Arts provides weekend, evening and holiday programmes as well as unique Full-time performing arts course and a vibrant disability and inclusion programme. Wac Arts is a creative hub where young people build confidence, artists connect, and other arts and cultural organisations thrive.

Wac Arts prides itself on offering fully inclusive programmes that celebrates diversity. Wac Arts offer an arts programme that responds to young people's interests and requests, working with artist tutors and art forms which reflect the diverse and vibrant communities and society that young people grow up in today. To find out more, visit <http://www.wacarts.co.uk>

About London Landmarks Half Marathon

The idea of the London Landmarks Half Marathon was born in 2014 when baby charity, Tommy's embarked on a strategy to double the amount of money they raise annually from £4m to £8m. After evaluating the different fundraising options available to them, they decided that launching a new mass participation event was the best way forward. The route was 18 months in the planning, and has gained support from the Westminster City council and the City of London Corporation.

Lia Bowman, Director at the London Landmarks Half Marathon commented,

"We are so excited to bring this new event to our capital and have no doubt it will be one of the best mass participation experiences in the UK. The event has been in development for over two years and runners can expect to be delighted with many surprises along the route! We want to make sure we keep them entertained throughout their 13.1 mile challenge and make it a thoroughly enjoyable experience."



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