



PRESS RELEASE

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10th March 2011

Beattie Communications Gets Show on the Road for Young Writers

Beattie Communications has agreed a £10,000 deal to set the scene for Scotland's aspiring young scriptwriters.

The UK's leading independent PR agency is donating £5,000 to the Scottish Youth Theatre and as part of a fund-matching-scheme Arts & Business has provided a further £5,000 of the sponsorship.

The money will be used to create a Scottish Youth Theatre Young Writers course, offering teenagers the chance to improve and develop their script writing skills.

The scheme, which will run throughout spring in Glasgow and autumn in Inverness, will give the budding writers the opportunity to work closely with professional scriptwriters and have their work brought to life by the theatre group's young actors and directors.

Laurna Woods, group managing director, Beattie Communications, said: "We are delighted to help the Scottish Youth Theatre provide this incredible opportunity for young playwrights. After all, Beattie is in the business of writing.

“Scottish Youth Theatre offers children and young people a variety of programmes that can improve self-confidence, self-image and self-esteem.

“Often people associate the fantastic work they do with simply developing acting and production skills, but without new writing talent, there would be nothing for them to perform.”

Mary McCluskey, Scottish Youth Theatre director and chief executive officer, added: “In 2009 the Scottish Youth Theatre was able to re-launch the Young Writers scheme after a gap of 15 years. We are delighted to be able to run the course again this year, with the help of Beattie Communications.

“The scheme provides a supportive environment which encourages young people to explore their creativity through the process of writing.”

Scottish Youth Theatre hopes to gather support to enable the company to make the Young Writers Course a permanent feature in the company’s annual programme of activities.

Beattie Communications’ contribution will also assist the Scottish Youth Theatre in raising the profile of the course and demonstrating its benefits, in order to attract future support and funders.

Arts & Business Scotland is an organisation which is designed to spark relationships between companies and arts. For over 20 years Arts & Business has linked a variety of companies with arts groups. It believes the arts can help companies drive commercial innovation, restore trust and maintain brand loyalty.

Anyone wishing to find out more about Scottish Youth Theatre’s Young Writers course should contact info@scottishyouththeatre.org

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Scottish Youth Theatre is the Scotland's national theatre 'for and by' young people – giving young people in Scotland the opportunity to explore and to reach their creative potential through a quality theatre arts experience.

Other upcoming Scottish Youth Theatre events:

The Princess and the Pea - An accessible, engaging and interactive adventure for under 7s and families. 23rd March – 10th April 2011.
Scottish Youth Theatre, The Old Sheriff Court, 105 Brunswick Street, Glasgow G1 1TF

Summer Festival 2011 - Summer of Horror.

Scottish Youth Theatre's dynamic summer festival returns in Glasgow, Aberdeen and Edinburgh this summer. 4th July – 13th August 2011.

For more information on Summer Festival 2011 visit

www.scottishyouththeatre.org

For further information on Scottish Youth Theatre please contact:

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