



INTELLIGENT

PRESS RELEASE

THREE LONDON STUDENTS ARE MADE ANNE FRANK AMBASSADORS, AS A NEW BBC ADAPTATION OF THE DIARY OF ANNE FRANK AIRS IN JANUARY 2009

The flagship new dramatization of **The Diary of Anne Frank** aired on BBC One on 5th January. **The Anne Frank Trust UK** is an educational charity envisioned by Anne Frank's father, Otto Frank. Its increasing campaigns link Anne's story to contemporary issues of prejudice, bullying, racism and gang culture. On the morning of 5th January, **The Anne Frank Trust** went to the Clapton Girls Technology College in Hackney, London. To celebrate the premiere of the series, the trust put on an exhibition which the students presented to BBC London News and the Press Association.

Students, Phoebe, 13, Alexandra also 13, and 14 year old Evie, were made Anne Frank Ambassadors and watched the drama exclusively before it was aired on television, while the exhibition was unveiled to their fellow students. The three ambassadors were also interviewed by the BBC and the Press Association, reviewing the drama and revealing their thoughts on what Anne Frank means to them, and how her legacy lives on in the present day. They were later presented with Anne Frank Ambassador certificates by Mukith Khalisadar, a 23 year old British Bangladeshi Muslim who has been at the Trust for 2 years and is the Senior Project Officer.

The Anne Frank Trust was set up in 1990 by friends and family of Otto Frank who acted on his wish to see an organisation in Britain that could help ensure no children would have to suffer and be killed as his own had. **The Anne Frank Trust** devotes itself to addressing problems such as prejudice, bullying, and racism among young people in schools, communities and even prisons. Its mission is to draw on the power of Anne Frank's life and diary to challenge prejudice and reduce hatred, encouraging people to embrace positive attitudes, responsibility and respect for others.

EXHIBITIONS

The Anne Frank Trust hold a series of travelling exhibitions including **Anne Frank + You**, a major multimedia exhibition visited by over 100,000 people every year and a catalyst for social action in towns and cities across Britain. During a travelling exhibition of Anne Frank + You at Blackburn Cathedral this year there was an upsurge in Muslim visitors. Organisers praised the "rainbow coalition of people" that the Anne Frank exhibition had created in the culturally diverse post industrial town. There are currently 6 exhibitions travelling, this year visiting Liverpool, Gloucester, Stockport and several other cities. It is due to be shown at Coventry Cathedral throughout January.

SCHOOL AND COMMUNITY PROJECTS

Direct work delivering in-depth educational exhibitions and workshops to over 20,000 young people across the UK every year, with special projects in London, Bedfordshire, the north east and Scotland, where an Anne Frank project recently visited Celtic Park Football Club.

WORK WITH OFFENDERS

Educational projects for prisoners and young offenders reaching over 5,000 individuals every year and including exhibitions at HMP Wormwood Scrubs, YOI Feltham and HMP Holloway.

For further information please contact Kitty at Intelligent PR

kitty@intelligent-pr.com

T: 0207 287 7222 F: 0207 287 7230