



## **INTRODUCING.....THE MILLFIELDS CHRISTMAS NO.1 PROJECT!**

As most of you will be aware, following a consultation process which took place over the course of the last academic year, our architects Erect have produced some fantastic plans to develop the playground into a wonderful learning and play environment. The PSA and the school have together built an initial fund of £30,000 but to implement the plans in full will cost around £250,000.

We hope we have come up with a plan to fast-track the fundraising – we are going to release a song in time for Christmas!

Those of you who have been at the school for a few years will know that every year the children sing a song called C-H-R-I-S-T-M-A-S which was composed some years ago by Jonathan Hart who has been associated with Millfields for many years. Jon has very generously agreed that we can use the song to raise money for two of his favourite causes – our school and UNICEF, with 20% of all proceeds going to support their “A World Fit for Children” campaign.

### **What has already happened?**

\*Work began on the plans during the holidays and Roz Wilson (head of music at Millfields) and a group of musicians (all of whom teach instruments at Millfields) have already begun work on the instrumental accompaniment and vocal arrangements.

### **What happens next?**

\*During the week before half-term all children in Reception to Year 6 will take part in recording sessions at St James Church on Lower Clapton Road.

\*The recordings will then be digitally mastered and prepared for release on 9 December, the date of the Annual UNICEF Carol Concert, a very high profile event which will take place this year at St Paul’s Church in Knightsbridge.

\*Millfields parents Nicky Burrowes and Charlie Kirby-Welch will be helping us release the single on Amazon and iTunes through their company Kartel Music Management as well as producing commemorative CDs for sale in the local community. (We expect that the download will cost around 99p and the CDs around £3.00).

\*Millfields parents Michael Samuels and Emily Young will be helping us make a short film of the project during the week after half-term which we will use for publicity.

\*Millfields parent Mai-ling Leung will photograph key stages of the project for use in publicity and for the artwork on the CD cover.

**What help do we need now?**

As you will appreciate, for our single to make any money we will need a **HUGE** publicity drive and Millfields parents James Cherkoff, Clare Wooldridge and Linda Culverwell will co-ordinate efforts. We need every Millfields family to promote it by whatever means they can. We hope that all of you will be able to do some promotion at a personal level via word of mouth, Twitter, Facebook, email etc. to encourage friends, families and contacts to buy the download or CD and send the link on to their own contacts.

However for us to reach our target we will need to engage a much wider audience and hope that some of you will be able to use your professional/business contacts to help with this. **We would be grateful if every family could take the time to fill out the attached form and return it to the office by Monday 14th October.**

Whatever you can do to promote our single – within your family or your business, locally, nationally.....globally (!) PLEASE let us know. If we all work together we **CAN** build a fabulous new playground!

**Meet the Architects and see the playground plans**

You can see the playground plans on Friday 18th October at the PSA AGM (2pm) or at the Architect’s Playground Project Presentation (6:30pm).

**\*\*IMPORTANT\*\* - Parent/Carer consent**

The project will involve the children being recorded, filmed and photographed and these sounds/images being released to the public. If you DO NOT want your child to be involved please return the slip below to the office by Monday 14th October. If you have any queries on this please speak to Jane Betsworth.

**Something you can help with?**

If you can offer help with any aspect of the project please just let us know. Contact clare.wooldridge91@gmail.com in the first instance and she will put you in touch with the relevant person on the project team.

Thank you for your support.

THE MILLFIELDS CHRISTMAS NO. 1 PROJECT TEAM

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**MILLFIELDS CHRISTMAS NO.1 PROJECT**

I .....parent/carers of .....

in ..... class DO NOT want my child to take part in the Millfields Christmas No. 1 Project.

SIGNED..... DATED.....

**MILLFIELDS CHRISTMAS NO. 1 PROJECT PROMOTION**

Please let us know what you can do – big or small – we would love to have responses from every single one of the 483 families who send their children to Millfields so that we know we have your support to build a better playground. Please write clearly so we can get in touch with you if we need to!

**PARENT/CARER NAME:**

**CONTACT E-MAIL:**

**CONTACT PHONE NUMBER [MOBILE PREFERRED SO WE CAN TEXT]:**

**CHILD[REN] AND CLASS[ES]:**

**Ways your family can help promote the Millfields Christmas No. 1 Project:**

Please let us know your family's answers to the following questions. If you can think of ANYTHING ELSE or if you would like to discuss any of your ideas further please e-mail [clare.wooldridge91@gmail.com](mailto:clare.wooldridge91@gmail.com) in the first instance or leave a note for her at the Main Office.

Can you promote the single via Twitter? YES/NO

Can you promote the single via Facebook? YES/NO

Can you promote the single via e-mail? YES/NO

Approximately how many contacts do you think you can reach via any of the above methods? .....

Do you have any contacts in the media world (newspapers, magazines, TV, radio etc.) who might be interested in promoting our story/single?

Do you know any celebrities who might support/endorse/promote our single?

Do you know any businesses which might support/endorse/promote our single?

Do you know anyone who could print free of charge a run of leaflets/postcards for us to promote the single in our local community or do you know of a business who might cover our printing costs?