



## MyVoice Roadshow

### Brief for creative partners

#### What is it?

The MyVoice Roadshow, part of the national MyVoice programme, is a reading and writing roadshow led by and for young people aged 11 - 19 years old. It engages young people in reading, writing and community activity.

This pioneering showcase, managed by The Reading Agency and supported by Arts Council England, will take place in five selected locations in England, during one week this summer: 23-30 July 2011. **<insert library name>** is running the MyVoice Roadshow in your area.

As part of the MyVoice Roadshow **<insert library name>** will run a day-long event, comprising of a mixture of workshops, exhibitions and performances focused around reading and writing. The event will be held with support from writers, publishers and the creative sector.

We would like to invite your organisation to get involved.

#### How can you get involved?

The MyVoice Roadshow is the first of its kind in England and breaks new ground in being co-produced, programmed and promoted by local creative, young people, who would not normally engage with the arts, or literature.

A dedicated group of young coordinators will be collaborating through regular planning meetings from April onwards, to learn how to curate a Roadshow programme, plan the events, market and publicise the Roadshow and create an online platform with digital content.

- Could your organisation assist with some of the training of these young coordinators?
- Could your organisation offer to deliver events or workshops at the Roadshow in July?
- Could your organisation provide marketing collateral/merchandise?

#### Benefits

- Your organisation could benefit from:
- Increased profile locally/regionally and media coverage of the MyVoice programme
- Increased brand awareness
- The opportunity to become involved in a high profile and ground-breaking project co-produced by young people, supporting them in their creative development



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<Insert library logo above>

**read**  
readingagency.org.uk

- The opportunity to promote your work to young people, access new audiences and get direct engagement with young people
- Partnerships with other creative organisations, with opportunities for future collaboration
- Developing an appreciation and appetite for the creative industries among young people in your area
- Nurturing creative talent, future employees and potential creative business owners

To find out more, please contact the project lead at your local library <**insert library contact name**> on **xxxxxxxxxxxx**

For more information about MyVoice, please see:  
<http://www.readingagency.org.uk/young/myvoice/>

To get in touch with the project manager for the national MyVoice Roadshow, email Laurie Jarman: [Laurie.Jarman@readingagency.org.uk](mailto:Laurie.Jarman@readingagency.org.uk)