



MEDIA RELEASE Event Date: ITV People's Millions vote: 15th Nov 06

PUT THE "SENSATION MUSIC STATION" ON TRACK!

A unique multi-sensory music project for disabled children has been picked for the public vote in the ITV People's Millions competition...

Plymouth Music Zone's big idea to create the city's only "Sensation Music Station" is one of 8 bids in with a chance of winning over £50,000 - all to be decided at the touch of a button...

Plymouth Music Zone Project Director, Ben Ballard says:

"It's the first time we've ever done anything like this and it feels like a kind of lottery X factor! So we can only hope we hit the right note and the public see how desperately this multi-sensory room is needed. Everyone could benefit because that kind of special sound and light equipment wouldn't just help children with sensory impairments to develop through music, it would also help the elderly and the very young and their parents to explore it too."

Plymouth Music Zone believes the *Sensation Music Station* could help it become a Centre of Excellence in the region by putting special needs music education on the map. Sue Carlyon, from SENSE South West, thinks it's crucial to have a year round facility:

"There is so little available in the South West and once you hit school holidays, the children have no access to sensory rooms. For many children I work with, this is the only environment they can make use of their very limited residual vision...It is so necessary for these children to have such an environment available in order for them to develop their vision and reach their potential."

Plymouth Music Zone's project will go head-to-head with another deserving cause on ITV Westcountry news at 6pm on **Wednesday 15th November**. Following a short TV news feature about each idea, the public will be invited to phone in or text vote for which project they feel should win funding. At the end of the week, 5 of the 8 projects will have been chosen as winners.

Phone lines will be open from 9am to midnight on the day of broadcast on 15th November. The telephone number to call and text will also be revealed at 9am on the day on the Big Lottery website: www.biglotteryfund.org.uk/peoplesmillions

For further details please contact Ben Ballard or Anna Batson at PMZ on **01752 213690**
-ENDS- See below for *Notes to Editors*

Plymouth Music Zone Ltd

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Company Number - 4653409 Registered Charity Number - 1100878



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Media Release cont...

Notes to Editors:

Plymouth Music Zone's "SENSATION MUSIC STATION" aims:

- To provide high quality music education and opportunities for people with disabilities and/or sensory impairments at Plymouth Music Zone.
- To provide a state-of-the-art dedicated sensory development environment in a dedicated space at Plymouth Music Zone that will be an accessible community facility - primarily to encourage enjoyable, accessible music experiences for all.
- To make equipment available with support in its creative use for people with disabilities and/or sensory impairments. It will also be accessible for Early Years children (under 5) who will benefit from multi-sensory experiences as well as other groups such as the elderly.

Extra Quote.

Jan Simpson, Senior Advisory Teacher of the Deaf, (Plymouth Advisory Team for Sensory Impairment) is one of many who believes it would be an asset to the city,

“What Plymouth needs is a community based facility for adults and children – a sensory exploration space where music can be explored through all the senses...a dedicated space with all the right equipment would allow sensory magic to be made.”

Please note:

The “*Sensation Music Station*” is the same project that was part of the **Your Pound, Your Choice** lottery trial held in August. It narrowly missed out on winning, being beaten by a sailing charity project and a sensory garden for children. Plymouth Music Zone will again be going head-to-head with a different sailing charity in the People’s Millions competition!

- **Plymouth Music Zone** is part of a network of Youth Music Action Zones set up in areas of social and economic need by national charity Youth Music, providing music-making activities to young people who might not otherwise have the opportunity. It is also one of 4 Space for Sport and Arts facilities in the city.

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