



Fly Me Home

Hot air balloon takes to the skies of London to help those less fortunate



Photocall on the steps of St Pauls
- Friday 11th December
- 7.30am – 8.30 am

Fly Me Home is an exciting new venture in which homeless and vulnerably housed young people will make, build and fly a hot air balloon to raise awareness of the growing number of people without homes in the UK.

The project, launched by the award winning homeless charity **Film It**, aims to raise awareness of the growing problem of the hidden homeless.

The **Fly Me Home** balloon will be printed with up to 30,000 signatures and messages of support to raise awareness and tackle the growing problem of people living on the streets. On the 11th December the balloon will be tethered outside St Pauls where it will be blessed by the Dean of St Pauls Cathedral in preparation for its flight across the Capital next spring. It has been ten years since the Dean of St Pauls Cathedral last carried out such a blessing.

A ten pound donation will give supporters the chance to win a ride and write a message on the balloon itself. That money will go towards helping young people back into education, training and employment. From there it's a short step to a home of their own.

At the heart of **Film It's** work is the understanding that vulnerable people need to address social behaviour and self esteem before they can move on to employability skills, **Fly Me Home** tackles this problem. For many, formal education is not an option as they have suffered exclusion from schools or their own family. The **Fly Me Home** project will form the centrepiece of a new social enterprise in which the homeless will be given the opportunity to regain control of their lives.

Thanks to **Fly Me Home** each young person will be offered individual tailored mentoring support that will be designed to address their particular issues, directing them towards ongoing help and further encouraging them to create stable relationships.

Sue Dawson, Director of **Film It** says: "Never before have we been involved in a venture so inspiring, so positive and so all encompassing. As the credit crunch bites ever harder there has been a 1,600% increase in homelessness in London alone over the last ten years. Our balloon will raise awareness and be seen by millions in its first year; hundreds of young people will be helped as the public, corporate giants, charitable organisations and local authorities work together on this exciting and dare I say it uplifting project!"



Final Hot Air Balloon plans for Fly Me Home

Editor's Notes

Film It

Film It are a national charity offering support and education to hard to reach young people through the arts. Film It runs workshops in film, photography, performance, songwriting and storytelling, helping young people to produce work which uses the reality of their life experiences to generate change.

All of the charity's staff hold enhanced CRB clearance and work to strict ethical guidelines. The projects are thoroughly researched and evaluated by specialists in the field.

Since its inception in April 2003, Film It has had a national impact. Thousands have seen and been inspired through conferences, events, television screenings and workshops, winning Film It several awards for their work.

Homeless Statistics

- There are an estimated 300,000 young 'hidden homeless' across the UK. (Barnardos)
- 51% of young homeless people have no qualifications, compared to 5% of the population as a whole. (Crisis)
- 39% of homeless people are between 16-24. (DCLG)
- 40% of children in custody have previously been homeless. (YJB2007)

Contacts

For further information / Use of pictures / Interviews

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Websites



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For:

- Online Press Office
- Client list
- Company contact detail



www.flymehome.org

For:

- Information on Fly Me Home
- Further details of the launch



<http://www.film-it.org.uk/>

For:

- More Information on Film it.
- Company Contact details
- Other Projects