

RED NOSE DAY 2003 MEDIA PACK



Contents

- 1. THE THEME**
- 2. TV AND RADIO**
- 3. HOW TO DONATE**
- 4. HOW TO GET INVOLVED**
- 5. WHAT TO BUY**
- 6. COMIC RELIEF ONLINE**
- 7. COMIC RELIEF AND EDUCATION**
- 8. WHERE THE MONEY GOES**
- 9. SOME USEFUL FACTS**

1 THE THEME



Hold onto your hats, plaits and furry mats because we have brought together the best and some of the biggest heads in the industry and have come up with...**Red Nose Day 2003 - The Big Hair Do**. Yep. Red Nose Day comes over all fuzzy on **14 March 2003**. From bad hair to hair with flair, Comic Relief will be encouraging everyone to change their hair and help raise money that will help poor and disadvantaged people in the UK and Africa thrive, not just survive. From beehives to bobs, mullets to quaffs and bubble perms to bouffants, big hair is going to get a lot bigger.

2. TV AND RADIO

On **Friday 14 March 2003** Comic Relief takes over **BBC ONE** for an entire night of serious fun led by the biggest names in comedy. From 7pm some of the UK's biggest names including **Jonathan Ross, Graham Norton, Vic and Bob, Adam and Joe** and **Lenny Henry** present an evening of irresistible entertainment. The UK's best TV writers have penned hilarious sketches for this unique night, including specials from **EastEnders, French and Saunders** and **The Kumars**. To ice the comedy cake there will be performances from the cream of the music world. During the night viewers will also see how their money has helped Comic Relief make a real difference to vulnerable people in the UK and Africa. It will be the culmination of a campaign that has encouraged the whole of the UK to do something – whether by ordering a **fundraising kit** and raising some cash, by buying the **official Red Nose Day merchandise**, or by **donating** via the phone line **08457 910 910** (calls charged at local call rate), on the website **www.rednoseday.com** or by pressing the red nose, sorry, button on their **interactive TV**.

OTHER COMIC RELIEF PROGRAMMING

Comic Relief Does Celebrity Driving School - Monday 24 February, Friday 28 February, Monday 3 March and Friday 7 March, 8.30pm, BBC ONE

Comic Relief have asked a bunch of celebrities who can't drive to learn and take their test by Red Nose Day - all on camera of course! Our eager novices - **Gareth Gates, Jade Goody, Paul O'Grady, Nadia Sawalha**, The Fast Show's **Simon Day** and EastEnders' **Natalie Cassidy** - are followed through the ups and downs of negotiating three point turns, studying

for their theory test and mastering mirror (without checking their hair!), signal and manoeuvre, before taking the dreaded driving test. With cars kindly donated by Ford, the climax of Comic Relief Does Celebrity Driving School promises to be a roller coaster of emotions, but who will be able to ditch their chauffeurs and get behind the wheel for good? They will find out if they have passed or failed live on the big night.

Comic Relief...The Ultimate Makeover - Saturday 1 March, 5.50pm, BBC ONE

In this 60-minute special for the run-up to Red Nose Day 2003 a host of celebrities cook, build and dig their way through the longest day of their lives. In three dawn 'til dusk challenges in Africa and the UK Davina McCall joins Nick Knowles and the some of his BBC ONE 'DIY SOS' team to lay a 2km water pipeline to a dusty village outside Nairobi and help build a community hall there. In Liverpool, Nick Hancock, Anna Ryder Richardson, Phil Turner and TV gardener Joe Swift transform a play centre for kids whose parents can't afford child-care. Anna and the House Invaders gang set about building a new kitchen, while Nick and Joe transform concrete and nettles into a play paradise, with everything from brand new play equipment to a vegetable patch and adventure playground. The challenge for Lenny Henry and Gordon Ramsay in Tanzania is to cook for around 100 street kids. The trouble is there's no kitchen, so they must do everything from scratch: chop the wood, build the fires and make a giant pot of 'ugali' - the kids' favourite meal - and then wash up afterwards!

Total Comic Relief – Saturday 15 February, 10.10pm, BBC ONE

Comic Relief has raised millions of pounds and millions of laughs since it's television debut in 1985. **Nadia Sawalha** takes an alphabetical look at this unique event that encourages the nation to dress-up, dress down, jump out of aeroplanes or do whatever it takes to raise that cash. **Total Comic Relief** is packed with classic comedy moments, ludicrous live links, dazzling duets and loads of strange antics from the nation's top talent.

Where else would you see Billy Connolly run naked around Piccadilly Circus, or Harry Hill perform as Eminem, or an airborne Graham Norton suspended by a 100 balloons? The programme finishes with a hint of what to expect on Red Nose Day 2003.

African Hospital (*working title*) – Monday 10 March, 10.35pm, BBC ONE

Billy Connolly finds there's more real human drama in an African hospital than in ER, Casualty and Holby City rolled into one. The 200-bed hospital in Hargeisa, the capital city of Somaliland, is a huge, rambling colonial building on its knees. The little equipment it has is from another era. It's the hospital time forgot. This is a place in the grip of grinding poverty, a place where people living on the edge often go over it. And every day adults and children die needlessly because of a lack of the most basic of resources. This documentary will tell real stories of life and death and see how Comic Relief money is helping people come back from the edge of existence.

Comic Relief Does Fame Academy (tx tbc)

Celebrities sign up for a crash course at Fame Academy to raise money for Red Nose Day 2003. The Fame Academy staff face their toughest challenge yet - to teach hopeful celebrities to get in shape, dress to impress and sing to win, live on stage. The celebrity singing-wannabes will really be put through their paces - but who will make the grade at the Fame Academy? Who will make music their forte and come out as teacher's pet and the public's No.1? In the race to be top of the celebrity pops, see who's got what it takes to survive and win the ultimate talent contest: Comic Relief Does Fame Academy 2003! The winner will be revealed in our big Red Nose Day show on 14 March.

CBBC

CBBC has huge plans to get everybody laughing for Red Nose Day 2003.

The fun starts on 7 February when CBBC launch the search for the UK's Worst Hair and ask everybody to send in photos of the barnet that really takes the biscuit. Is it mum, dad, teachers or the viewers themselves?

The ultimate winner will be crowned on *The CBBC Comic Relief Show* that broadcasts live every day on CBBC ONE from Tuesday 11 March to Friday 14 March.

The CBBC Comic Relief Show challenges children across the nation to give four locations the Red Nose treatment, including Loch Ness and the BT Tower. And all the CBBC programmes including Newsround, The Saturday Show, Blue Peter, Smile, and X-Change are joining in with special reports on where Comic Relief money is spent and how to get involved. Not to mention the CBBC Channel and the CBBC website.

BBC RADIO

BBC Radio stations are getting involved in Red Nose Day 2003 in a big way, and will be encouraging listeners to join in and support Comic Relief.

Top **Radio 1** DJs will be taking part in **Dance Relief** on 14 March. Introduced by Pete Tong between 6pm and 8pm before moving on to Pasha, the Battle of the Radio 1 DJs between 8pm to 1am shouldn't be missed. Listeners and clubbers cast their votes to decide the nation's favourite dance DJ. Meanwhile, on the Chris Moyles show, Mark 'Chappers' Chapman and Comedy Dave have seven days to collect an item of merchandise from each of the 92 Football League clubs for the **Comic Relief Nationwide Football Challenge**.

Simply Red perform live and exclusive on BBC Radio 2 for Comic Relief with a Simply Red Nose Concert from London's Shepherd's Bush Empire on Thursday 27 February 2003. The concert will be broadcast on Radio 2 on Saturday 8 March at 9pm. Tickets cost £35 with at least £28 going directly to Comic Relief. Tickets are available through Ticketmaster on 0870 060 2336 or at www.cclive.co.uk. **Radio 3** will feature the **In Tune 'hairy' special** from 5pm to 7.30pm on 14 March, playing hair themed music like The Barber of Seville and Samson

and Delilah. **Radio 4** is going **Red Faced for Red Nose Day**, and will be revealing some hairy moments on the network. Listeners are invited to call a premium rate number to listen to the hairy clips and vote for their favourite. (Calls cost £1 with 70p going to Comic Relief). **Radio 5 Live** are already up and running with the **5 Go To Africa** competition. Football fanatic and Royle Family star Ralf Little is off to South Africa to captain a BBC Radio Five Live five-a-side team for Comic Relief - and from Monday 13 January listeners have been competing for a once-in-a-lifetime chance to join him. Captained by Ralf and a succession of other stars, the lucky winners will play five matches in South Africa against local teams from projects funded by Comic Relief. In true Five Live fashion, the tour from February 14-28 will be covered comprehensively, with match reports and team news.

BBC 7 will be up to all sorts, and the **Asian Network** will also be getting involved with an online bad hairdo competition, a radio play about a beauty salon, and a live stand-up show broadcast on the Adil Ray show. **BBC Local Radio** will be crammed full of Comic Relief programming, with Red Nose Day Quiz nights, spotlights on local projects looking at where the money raised last Red Nose Day has been spent, and countless celebrity interviews.

3. HOW TO DONATE

- ❑ **To make a donation**, call **08457 910 910** (local rate call charges apply).
- ❑ Donation cheques can be sent to: Red Nose Day 2003, Ernst and Young, PO Box 678, London, EC4A 1NT. Cheques should be made payable to RED NOSE DAY 2003.
- ❑ Log onto the Red Nose Day website: www.rednoseday.com to make a credit or debit card donation.

4. HOW TO GET INVOLVED

With more barnets than Nicky Clarke knows what to do with, the Red Nose Day 2003 Fundraising Kit is stuffed full of ideas to get the pounds rolling in as well as a special Red Nose Day Hair Brain Quiz – an ingenious way of getting sponsored for being clever. Preening and pruning is what its all about, with no toupee left unturned as the UK gets ready for Red Nose Day 2003 – The Big Hair Do.

Here's what people can do to get involved...

Order a **fundraising kit** full of hair brained ways of extracting cash from friends and family by calling **09065 500 500** (calls cost no more than £1.50, which covers postage and packing. Calls from mobiles and some networks may be higher.)

GET SPONSORED TO DO ABSOLUTELY ANYTHING. HERE ARE A FEW IDEAS...

JUST HAIR DO IT

We'd like people to give their hair a Red Nose makeover. They could bunch it, scrunch it, dye it, spray it, spike it, gel it, wig it, plait it or even cut it off. As long as they get sponsored to change their mane for the day. If they want to practice first, they can buy a nose and use the free Wella hair gel included.

COPY THE STARS

We want people to let their obsession with their favourite star take hold of them this Red Nose Day. They can get sponsored to copy their hair do and soak up the admiring glances as they watch the cash roll in.

A BIG BUNCH OF HAIRDRESSERS

Hopefully all the hairdressers and barbers in this great land of ours are coming together for The Big Hair Do. So people can get down your local hairdressers, barbers or salons and find out what they're up to!

And as if that wasn't enough, here are some **non-hair** ideas...

Get it on

Fundraisers can change their clothes to change a life. We've raised millions from people who've paid good money to dress up daft on Red Nose Day. They can dress red, dress backwards, dress fancy, dress down, dress to impress. But they must get dressed!

Talk dirty

Dash! Fudge! Flip! Why not set up a swear box in their house/office/staff room/club/pub/factory and each time they hear a naughty word, they can fine the foul-mouthed offender.

Get sponsored – to do anything!

We don't need to tell people that they can get sponsored to do absolutely anything. Running, jumping, skipping, swimming, swearing, shouting, kissing, gag-telling, song-singing, shutting up, dressing down. And if they've got a better idea than us, and let's face it they probably have, then they should do it. For more ideas log on to www.rednoseday.com.

Red Nose Day Fun Run, sponsored by Vauxhall Corsa

On 14 March the Fun Run will be filling the streets of the City of London. Over 3,000 people are expected to jog, walk, crawl, skate, or be pushed in shopping trolleys around the route in

the race that gives a leg up to those who need it most. Sponsored by Vauxhall Corsa, the emphasis will definitely be on the 'fun' more than the run, and with 'The Big Hair Do' as the theme there are bound to be plenty of notable noggins snaking their way through the streets, not to mention the odd celeb putting their best foot forward!

5. WHAT TO BUY

THE BIG HAIR DO NOSE

The cute, furry and downright funky BIG HAIR DO NOSE is exclusively available from Sainsbury's stores and petrol stations, online at www.sainsburys.co.uk, from Oxfam stores across the UK and at www.rednoseday.com, as well as at BBC shops and radio stations. Designed by Aardman (creators of Wallace and Gromit), complete with wild hair, bulging eyes and free hair gel, it's just £1 with at least 70p going directly to Comic Relief.

THE BIG HAIR DO BADGE

The small but perfectly formed Big Hair Do Badge is ideal for those who want to get involved in a subtle but significant way. With it's own funky little barnet and gorgeous deep red colour, it's just £1 from Sainsbury's stores and petrol stations, online at www.sainsburys.co.uk, from Oxfam stores across the UK and at www.rednoseday.com, as well as at BBC shops and radio stations, with at least 70p going directly to Comic Relief.

THE BIG HAIR DO 'AIR FRESHENER

Get that funny smell out of the car with the BIG HAIR DO 'AIR FRESHENER, ripe for the picking with its fruity scent available from Sainsbury's stores and petrol stations, online at www.sainsburys.co.uk, from Oxfam stores across the UK and online at www.rednoseday.com, as well as at BBC shops and radio stations for just £2, with at least £1 going directly to Comic Relief.

THE RES NOSE DAY 2003 T-SHIRT

The Red Nose Day 2003 t-shirt comes in gorgeous 'red nose' red, or traditional white. It is available from Littlewoods Home Shopping by calling 08701 662219, Littlewoods stores, Index the catalogue shop and online at www.littlewoods.com or www.rednoseday.com. With a sublime logo they're cool enough for any occasion, with a wear-by date that goes well beyond Red Nose Day itself. (Adult sizes from medium to extra large are £9 with £5 going to Comic Relief, while child sizes age 7-8 years are £6 with £3 going to Comic Relief.)

Jamie Oliver's book 'Funky Food'

Easy tiger! Jamie Oliver has rammed a stash of top recipes into a new recipe book, 'Funky Food'. Available from Sainsbury's stores, the Sainsbury's website www.sainsburys.co.uk, www.rednoseday.com and all good bookshops for £2, it's gas mark brilliant! Cook 'em, sell

'em or just get sponsored to eat 'em - these recipes are a fantastic way to make some money for Comic Relief. A special thanks to Penguin Books and to Ted Smart and The Book People whose generosity and financial support have made this book possible.

Seriously Funny!

Seriously Funny! Enjoy your favourite comedians on one VHS/DVD. Introduced by Nick Hancock, *Seriously Funny!* takes the finest cuts of Comic Relief from 1986 to date and packages them up into the ultimate comedy collection for your viewing pleasure.

Wine Relief

Comic Relief and the UK's top wine retailers have joined forces to raise barrel loads of cash for Red Nose Day 2003.

The Wine Relief initiative sees 10% from the sale of selected wines sold by the UK's biggest retailers go to Red Nose Day coffers.

Specially selected wines will be on sale from the launch of the Red Nose Day campaign on 7 February right through to Red Nose Day on 14 March, so there is plenty of time for the wine-loving public to raise a glass - in moderation of course - to celebrate Red Nose Day.

DJ Tony Blackburn, who likes nothing more than a glass of red wine after a hectic day on the air waves, will be seen on special collarettes and displays in supermarkets across the UK. Tony is also asking the UK's army of wine lovers to call his special 'Wine Line' and vote for which they prefer – red or white wine. As well as raising even more money, participants are in with a chance to win a fabulous case of fine wine. Special thanks go to our friends at Working Title Films for sponsoring this activity.

To vote via text...

Text "RED WINE" or "WHITE WINE" to 82125

(costs £1 with at least 60p going to Comic Relief after tax, operator and handling charges)

To vote via a telephone call...

For RED WINE call 09065 500 401

For WHITE WINE call 09065 500 402

(Of the £1 call charge; after government, telecoms, call handling, and number rental charges, the balance, 60 pence, will go to Comic Relief).

Entrants must be over 18 to be entered into the prize draw. Don't forget that you can vote as many times as you like to increase your chances of winning. For terms and conditions and other routes of entry go to www.rednoseday.com/wine.

Comic Relief are also asking the proprietors and customers of restaurants and wine bars all over the UK if they would like to make a discretionary donation of £1 for every bottle of wine ordered from 1st March to the close of business on Friday 14th March (Red Nose Day).

Red Nose sandwich promotion

The UK's food retailers, the British Sandwich Association (BSA) and Comic Relief are getting together for a national Red Nose sandwich promotion. From 7 February, 5p from the sale of selected sandwiches - marked by special stickers and available in a host of outlets including ASDA, Bhs and Benjys Group - will go to Comic Relief. For a full list of participating stores/retailers check out www.rednoseday.com.

Nationwide

Nationwide Building Society are generously doubling their donations made to Comic Relief from 7 February - 31 March 2003, giving us £10.50 for each new Nationwide Comic Relief Credit Card issued during the Red Nose Day campaign. And that's not all - during that time Nationwide will give Comic Relief 1% of the value of all purchases made with the credit card. And when the excitement of Red Nose Day is over, the Nationwide Comic Relief Credit Card continues to donate £5.25 for each new card issued and .05% of purchases all year long. Simply by using the Nationwide Comic Relief Credit Card on everyday spending consumers can make a difference to the lives of people in the UK and the poorest countries in the world. Further information can be found at www.nationwide.co.uk, at all Nationwide branches, or by phoning 0800 302010.

Fair Trade products

Dubble

Chocolate lovers can get their hands on a delicious Dubble, the first fairly traded choc bar for kids. Comic Relief has dubbed up with an association of 35,000 Ghanaian cocoa farmers, and The Day Chocolate Company, to launch the chocolate treat that guarantees fair play for Ghana's cocoa growers. Sold for an affordable 39p (RRP), the smooth milk chocolate crispy crunch bar is GM-free and made of only natural ingredients. To find out more about fair trade and Dubble, check out the website at www.dubble.co.uk.

Union Coffee

Coffee drinkers with a passion for gourmet hand-roasted coffee, will be able to 'show coffee they care' when Union Coffee Roasters launch their exceptional Café Maraba Bourbon at the beginning of February. The coffee, sourced from the Rwandan Abahuzamigambi co-operative, is fairly traded. This means a sustainable price is paid for the co-op's quality beans enabling them to reinvest in their farms and provide a positive future for the growers, many of whom are survivors of the genocide. To find out more visit www.unionroasters.com
You can find Café Maraba Bourbon at Sainsbury's priced at £3.15 for a 227g pack.

Partners

Sainsbury's

Sainsbury's is set to raise millions more for Comic Relief this year by organising a full year of fundraising events for its chosen Corporate Charity of the Year. This will be the third time Sainsbury's has teamed up with Comic Relief to become the Red Nose retail partner, but this is the first time the retailer has started its fundraising programme so far in advance of the Big Red Day. To kick-start the year of fundraising Sainsbury's is already thinking up tons of fun ways to raise cash and customers can expect to see some fantastic events happening all over the UK in support of Comic Relief. The fun will continue in the weeks running up to Red Nose Day 2003, with customers able to buy the official Red Nose Day merchandise including the brand new BIG HAIR DO NOSE, the BIG HAIR DO BADGE and the BIG HAIR DO 'AIR FRESHENER from Sainsbury's stores and online at www.sainsburys.co.uk. In addition, customers will also be able to support Comic Relief by buying officially licensed Sainsbury's products, from which money will go directly to Comic Relief.

Littlewoods

Not content with contributing over £500,000 for the last Red Nose Day, Littlewoods are chomping at the bit to blitz their own record for Red Nose Day 2003. In a double-pronged assault, Littlewoods aim to sell more than ever before of the ever-popular official Comic Relief T-shirts and make stacks of cash from staff fundraising efforts as well as manning the phones on Red Nose night itself!

Oxfam

Oxfam are chuffed to bits to be working with Comic Relief again this Red Nose Day and are as excited as ever about helping to make this year the most successful yet, while really changing the lives of the world's poorest and most disadvantaged people.

Thanks to their friends at DHL, over 843,000 Comic Relief Red Noses have been delivered to 800 Oxfam shops across the UK, free of charge. From 7 Feb the public can visit their local Oxfam shop and buy THE BIG HAIR DO NOSE, THE BIG HAIR DO BADGE and the BIG HAIR DO 'AIR FRESHENER.

BT

Millions of people have pledged money through Comic Relief's donation line - and BT has been making this possible since the charity began in 1985. Providing telephony, network, call centres, and thousands of volunteer hours from employees, the company has played a vital role in ensuring that the public is able to give money to those in poverty. Because BT's commitment has always extended far beyond the night of the telethon, it has made a real difference in fighting social injustice through significant corporate fundraising. BT's partnership continues for Red Nose Day 2003. To keep BT's support fresh and contemporary a fun

cause related initiative linked to the BT Speaking Clock will take place in March. Furthermore, to help kick off this year's fundraising on 7 February, BT Tower will be turned bright red to draw people's attention to the cause and encourage everyone to get involved with fundraising as early as possible.

Walkers

The nation's favourite crisp makers have teamed up with Comic Relief to help raise even more money than ever for Red Nose Day 2003 by donating a whopping £1 million. Walkers will also donate 1p from every pack of the special Baked Bean flavoured crisps they have created especially for us. That's not all! By buying special Walkers/Comic Relief Multipacks, a further 5p will be donated and you can get your hands on a special edition whoopee cushion.

Persil

For Red Nose Day 2003 'charity begins at foam'. Appearing soon will be some foamtastic Persil packs - and for each one of these special packs sold, Persil will make a donation to Comic Relief. Hopefully, the donations will bubble up to a level of £400,000. So make a foam commitment to Comic Relief by washing your clothes in Persil.

Whitbread

Red Nose Day 2003 also welcomes the staff and customers from Whitbread Restaurants who will be raising at least £350,000 for Comic Relief. Special Red Nose Day menus will appear in restaurants and fundraising activities will be taking place in Costa, Brewers Fayre, Beefeater, Brewsters, TGI Fridays, Out & Out and Grill bar.

Wella

A Big Hair Do needs a big hair company, so who better than Wella to provide hair inspiration to the millions of people taking part in Red Nose Day. Wella is the exclusive hair partner of Red Nose Day 2003, and buying their brilliant hair products will help raise over £300,000 for Comic Relief. Wella are also sponsors of the Red Nose Day Sweepstake. It's dead easy, good fun and most importantly could make participants money as well as us. To order a sweepstake poster people can call 09068 10 10 10 (calls should cost no more than £1 which covers printing and postage and packaging. Calls from mobiles and some networks may be higher).

Mr Kipling

The exceedingly good cake company joins Comic Relief as a major partner for the third time. The nation's favourite Cherry Bakewells will again be the official 'Red Nose Cakes', and a donation of 5p will go to Comic Relief for every 6-pack sold. Mr Kipling's Red Nose Cakes have been making people smile since 1999 and to celebrate Red Nose Day 2003 they will be trying to find the 'Smiliest Place in Britain'. Look out for Mr Kipling's 'Smile Squad' in city centres over the coming months.

Ernst & Young

Ernst & Young have supported Comic Relief through many Red Nose Days and are only too happy to be back on board for The Big Hair Do. The accountants will be counting the donations as they come in, a mammoth task that helps Comic Relief to make sure that every penny raised directly from the public really goes to help vulnerable people in Africa and the UK create better lives.

Ticketmaster

Ticketmaster is once again giving Comic Relief its support and will be offering customers the chance to make a donation via their phone lines and website during the Red Nose Day 2003 campaign.

6. COMIC RELIEF ONLINE

www.rednoseday.com, the online home of all hair-related happenings, features exclusive 'behind-the-scenes' BBC TV footage, unique, entertaining content and interactive games. As the online Head Quarters there will be masses of ideas to help with the fundraising, places for people to tell everyone what they're doing and support to help them do it.

They'll also be able to watch the BBC ONE programme live on March 14, make a secure donation via a custom built e-commerce platform, buy special Red Nose products, find out how their money is spent and interact with parts of the programming.

High quality online educational material will provide kids and teachers with all they need to make Red Nose Day in schools a really special event.

Comic Relief has been working closely with some of the greatest names in the technology industry to create the Red Nose Day website. It will be capable of providing online content to a huge amount of users and processing a record number of donations.

The team of helpful hardware and software heavyweights includes Cisco Systems, Energis, Hitachi Data Systems, Macromedia, Oracle, Retail Logic, Sun Microsystems and Zeus Technology, while a number of key partners including Can Factory and Saviso are building the application. Helping spread the word about our web wizardry are Foresight, iJack and Big Mouth Media. NT Media and Atticmedia are supporting us by providing content for the fun and games section.

Once again, BBCi, the BBC's interactive arm, will allow viewers to donate on Red Nose Day from the comfort of their armchair. Digital satellite (Sky) viewers can press the red button on the evening of Friday March 14 to go through to the on-screen guide, allowing them to donate money through their TV set in simple steps. Freeview viewers press the red button to bring up information on how to donate, while digital cable viewers can discover what Comic Relief is all about, find out more about donating, and get up to date details of Red Nose Day programmes.

7. COMIC RELIEF AND EDUCATION

Comic Relief in schools

Schools have never had a better reason to get involved, with Comic Relief's top new teacher's pack, schools fundraising kit and innovative online resources.

The brilliant new Schools Fundraising Kit - sponsored by Persil – has been sent to every single school in UK, while the brilliant new Red Nose Day 2003 website www.rednoseday.com is crammed with exciting new learning opportunities and fundraising ideas designed to help the busiest of teachers give, and get, the maximum this Red Nose

Day. There's a guaranteed, hassle-free way for teachers to get their hands on a ton of Red Noses, all without having to leave the comfort of the staff room, using the Schools' Red Nose Deposit Scheme. It couldn't be simpler. Just log onto www.rednoseday.com, download the form, fill it in, send it back to Comic Relief, get the noses and raise stacks of cash!

Learning

Pupils can also be taken on a learning journey through *Everybody Inc.*, the Red Nose Day 2003 teaching pack and video. *Everybody Inc.* is brimming with workshop ideas, giant posters, full teacher's guide, an action tool kit, story cards, games and a video, all based around the stories of nine young people who have changed their lives with help from Comic Relief cash. Teachers can order a FREE primary or secondary version of the *Everybody Inc.* pack and video online at www.rednoseday.com/schools or by post at Red Nose Day Schools Stuff, PO Box 56, Jarrow, NE32 3YW. Working with partners across the web – ActionAid, Christian Aid, Oxfam, Refugee Council, Teachernet and BBC Newsround – Comic Relief is putting activities online that will enable pupils to find out how and why they should become active global citizens. With ready-made Powerpoint assembly plans, web page templates, lesson ideas and educational games plus a music mix activity to bring alive the sounds of different cultures and get pupils making their own kind of music, the website is a teacher's dream.

The Nursery Kit

This year Comic Relief is working with the Tweenies from the BBC to recruit thousands of pre-school children for Red Nose Day 2003.

Bella, Milo, Fizz and Jake - the stars of the popular CBBC programme - will be the faces of the Red Nose Day 2003 Nursery Kit being sent to nursery schools across the UK.

The colourful kit, sponsored by Comic Relief's friends Persil, will arrive at nurseries in February – giving plenty of time to organise 'fab-a-rooney' fundraising events in the run up to Red Nose Day on 14 March. The kit will be full of fantastic fundraising ideas, things for children to make and do and special Tweenies-themed activities.

The Student Kit

The support from universities and colleges all over the UK plays a vital part in the success of Red Nose Day. There's a big hairy sack full of ideas about how to get involved in Red Nose Day 2003 – The Big Hair Do in the Student Fundraising Kit that has been sent to student unions presidents across the UK.

8. WHERE THE MONEY GOES

Every single project we support is helping poor and disadvantaged people in the UK, Africa or the world's poorest countries to turn their lives around and make positive changes in their communities.

In the UK...

Since Comic Relief began in 1985, 4,449 grants have been given to projects working with poor and disadvantaged people in the UK, totalling £72,430,112. Since Red Nose Day 2001, 485 grants have been given to projects working with poor and disadvantaged people in the UK, totalling £15,962,965. Here are just a few of the projects we funded with money raised last Red Nose Day...

DOMESTIC VIOLENCE

Penzance Women's Aid (PWA): One in four women will face domestic violence at sometime in their lives and this is as true for women in Cornwall as for anywhere else. Penzance Women's Aid was established in 1991 and provides temporary refuge for up to 11 women and 16 children fleeing domestic violence. The project offers legal, housing and benefits advice, resettlement and aftercare, counseling and group work. It operates a local telephone help-line, a family advocacy service and children's play and support. Comic Relief cash has made it possible for PWA to continue to provide support to women and help them start again and live their lives without fear. Since Red Nose Day 2001 Comic Relief has awarded £66,235 to this project.

MENTAL HEALTH

New Horizons Mental Health Resource Centre, Aberdare: One in four people will experience depression at some point in their lives. Poverty, high unemployment, high levels of drug misuse and poor health in general can make people more likely to face such problems and Ton Pentre, Aberdare is an area where there is a particularly high incidence of mental health problems and very few support services.

New Horizons run a drop-in centre for people experiencing mental health problems, which is open every day of every year. At the drop-in centre they encourage people to support each

other and share their experiences. Since Red Nose Day 2001 Comic Relief has awarded the Centre £75,284.

DRUGS AND ALCOHOL

St Matthew's Centre, Glasgow: Possilpark is a former industrial community with high levels of deprivation. Nearly 40% of people in Possil are unemployed, compared with less than 10% throughout Scotland. There are major issues with drugs and alcohol and few safe places for children to play outside. The St Matthew's Centre is run by local people for local people. It's open almost every day of the year and provides a range of services, such as a lunch club for older people, a drop-in centre for homeless people, vocational training for single parents and classes and activities for children and young people. They support dance and drama classes, teach computer skills and provide outdoor activities such as canoeing. Since last Red Nose Day Comic Relief has awarded £20,000 to the Centre.

YOUNG PEOPLE

Challenge for Youth, Belfast, Northern Ireland: Challenge for Youth (CFY) brings positive change to the lives of young men who've had a tough time. They're no angels and many have been on the wrong side of the law, but with no help it's likely it'll happen again. By working with young male offenders CFY aims to develop their self-esteem and reduce the likelihood of their re-offending.

Through the 'Transition' project, prison and probation officers work with CFY to help young men make the move back into the community. By adventure learning and informal education, CFY engages the young men in exploring their sense of identity, culture and belonging, and they help the young men to find employment and training. Comic Relief cash is helping Challenge for Youth continue its 'Transition' project, reaching out to young men who often don't get the support they really need. Since last Red Nose Day Comic Relief has awarded £74,240 to Challenge for Youth.

In Africa...

- All of the 20 poorest countries in the world are in Africa
- As you are reading this, some of the poorest people in Africa are using money raised on Red Nose Day to improve their lives.
- Since Comic Relief began, we've made 1349 grants out of Red Nose Day money totalling over £141.7million to projects working with poor and disadvantaged people in Africa. Since last Red Nose Day, we've made 108 grants out of red Nose Day dosh to projects working in Africa, totalling £20,789,348.

Here are just two of the projects currently receiving grants:

SLUM DWELLERS

The East African Urban Shelter Support Programme works across Kenya, Tanzania and Uganda where rapid urbanization has resulted in a massive increase in slum settlements. These slums are constructed with materials like cardboard and plastic sheeting and usually lack water or proper sewerage. Dense overcrowding means shocking living conditions where children and adults are at risk from fire and disease. The East African Urban Shelter Support programme aims to enable people living in informal settlements in five urban centres in East Africa – Nairobi and Mavoko in Kenya, Kampala and Jinja in Uganda, and Dar-es-Salaam in Tanzania – to gain access to credit and land on which they can build decent, secure and affordable homes and improve their standard of living. The programme remains one of the few hopes that thousands of people living in abject poverty have to escape the appalling unsanitary conditions of the cardboard and plastic shelters. Since 1991, Comic Relief has awarded £1,69,445 the East Africa Urban Shelter Support Program.

STREET KIDS

ChildHope: The Mkombozi Centre works with boys and girls who live on the streets in two towns in Tanzania (Moshi and Arusha). In 2000, the Mkombozi Centre helped 400 girls and boys living on the street, most of who have no home due to the impact of HIV/AIDS on their families. Not only do they have difficulties accessing basic services, but also they are often verbally, physically or sexually abused. As a result many do not trust adults. Most street children have not had any formal education, which means that it is hard for them to earn money legally. Faced with this situation, many are forced into crime, which in many cases has also led to drug and alcohol misuse. Mkombozi aims to tackle the causes of child homelessness in Tanzania and to ensure that children's rights are fully recognized by local communities. In 2001, Comic Relief awarded ChildHope: Mkombozi Centre for Street Children £317,381 over four years.

9. SOME USEFUL FACTS

About Comic Relief...

What does Comic Relief do?

Comic Relief is seriously committed to helping end poverty and social injustice in the UK and Africa

When was Comic Relief launched?

Comic Relief was launched on Christmas Day 1985 from the Safawa refugee camp in Sudan in response to growing needs in the UK and Africa.

How much has Comic Relief raised so far?

Over £250 million has been raised since Comic Relief began.

What is Red Nose Day?

Red Nose Day is a national fundraising event that takes place every two years and is organised by Comic Relief. The next Red Nose Day is on 14 March 2003.

How much was raised during last Red Nose Day?

Over £55 million.

Who decides where the money goes?

More than 20 expert people consider a grant before it is agreed - they include our grants staff, our grants committees and our trustees.

How do I make a donation?

You can call the donation line on 08457 910 910 (calls charged at local rate), donate on-line at www.rednoseday.com, pay cash or a cheque into any bank or building society, or send a cheque payable to Red Nose Day 2003 to Ernst and Young, PO Box 678, EC4A 1NT.

What fundraising cash can do...**...In the UK**

£1 pays for a healthy 3-course meal at a centre for young homeless people in Stockton-on-Tees (*Community Campus*)

£1 buys vegetable seeds for a community farm for young people living on deprived housing estates. (*Swansea Community Farm*)

£2.50 buys pyjamas for a child in emergency accommodation because their mum had to leave home due to domestic violence. (*Ballymena Women's Aid*)

£1 pays for a welcome pack for a young person who is in need of support and advice on how best to cope with looking after a sick or disabled parent or relative. (*Edinburgh Young Carers*)

...In Africa

£1 provides 10 meals for a child who is staying at a GOAL night shelter. (*Goal in Ethiopia, 2001*)

£1 buys a textbook for a displaced school child in Sudan (*Save the Children, 2002*)

£21 is a months' salary for a teacher working in a camp for displaced families in Sudan (*Save the Children, 2002*)

£2 transports a child living in a camp for displaced families in Sudan to and from school for a week. (*Save the Children 2002*)

£5 provides training and teaching aids for a community leader on HIV/AIDS prevention to help them educate a population of 500 people in rural Burundi (*Save the Children, 2002*)

£2 buys a basic kit to help a pregnant woman have a safe home delivery and reduce maternal mortality rates in Burundi (*Save the Children, 2002*)

£2 buys a family in Sudan a cooking pot that can also be used to carry water (*Save the Children, 2002*)

About Hair...

- ❑ A man's beard contains between 7000 and 15,000 hairs
- ❑ The average man spends 3350 hours shaving in his lifetime
- ❑ An eyebrow typically contains 450 to 550 hairs
- ❑ Blonde beards grow faster than darker beards
- ❑ During the time of Peter the Great, any Russian man who wore a beard was required to pay a special tax
- ❑ Hair is made from the same substance as fingernails
- ❑ Hair stylist Anthony Silvestri cuts hair while underwater
- ❑ Human hair is estimated to grow at 0.00000001 miles per hour
- ❑ Intelligent people have more zinc and copper in their hair
- ❑ The average man has 30,000 whiskers on his face
- ❑ One human hair can support 3 kilograms
- ❑ Until the 1960's men with long hair were not allowed to enter Disneyland

Source: Amusingfacts.com