

FOR IMMEDIATE RELEASE May 2010

Offscreen Expedition 2010 launches in Pakistan

Offscreen Expedition is searching for young, creative Pakistanis to participate in the journey of a lifetime to the UK in July 2010.

Building on the success of work in the Middle East, Offscreen, a UK-based not-for-profit organisation working in partnership with the British Council and Djuice, has now launched the Expedition 2010 Competition in Pakistan.

Young dynamic Pakistani artists, writers, musicians, photographers and filmmakers with a genuine commitment to challenge important issues faced by today's youth are invited to apply online at: www.offscreenexpedition.com.

The expedition team will be selected on how they communicate complex social issues creatively, as well as their motivation to make a positive social change in their communities.

The winning students will travel to the UK for two weeks in July, exploring the Britain behind the headlines, meeting young people within their home communities, and taking part in activities with local and national organisations. Projects will be aimed at developing the students' practical skills for engaging in dialogue across local and global issues, encouraging them to communicate their positive visions of their communities' future with confidence and impact.

Using the latest technology, the team will create a visual travelogue of their experiences which will be broadcast through the award-winning interactive website, engaging thousands of their peers across Pakistan and the world. The students will also help create innovative online and interactive educational resources, ensuring the expedition's legacy with young people worldwide.

Offscreen Expeditions Director Stephen Stapleton explains: "The aim of the project is to give young people from the UK and Pakistan the chance to communicate and learn from each other in positive and creative ways."

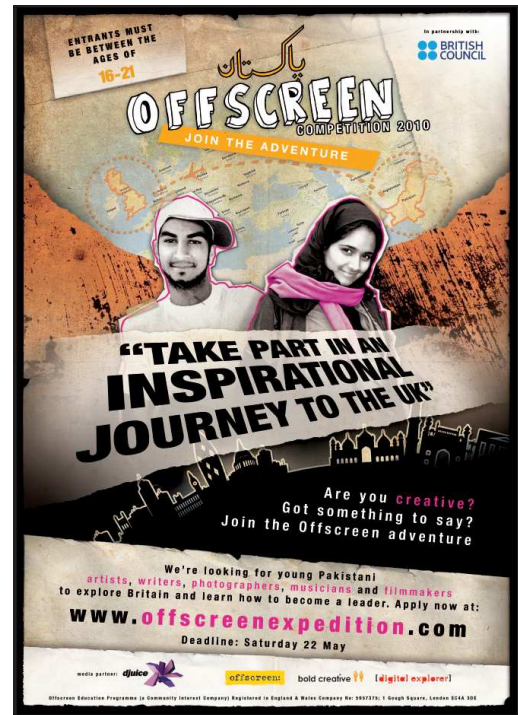
David Martin, British Council Director in Pakistan, says: 'In our Connecting Classrooms project we work with over 250 schools linking communities across Pakistan and the UK. We're delighted to be working with Offscreen to offer talented pupils from all backgrounds this fantastic opportunity to travel, learn and share their ideas and experiences with thousands more across both countries.'

Bashaer, a participating expedition student from 2008, said: "We must all take responsibility for the world we live in... Each and every one of us must sit in the seat of responsibility ..."

Pakistani students between the ages of 16-21 can apply online now until May 22 at www.offscreenexpedition.com.

For more information contact:

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Notes for Editors

About the Offscreen Expedition 2010 competition

Posters promoting the competition are currently being distributed to hundreds of schools across Pakistan. The competition deadline is 22nd May. For further details and to apply online go to www.offscreenexpedition.com

About Offscreen Expeditions

Offscreen Expeditions is an independent educational programme run by three UK-based social enterprises: Offscreen Education Programme, Digital Explorer and Bold Creative. Since the first Offscreen Expedition in 2007 the programme has garnered international praise and awards for its work in forging links between young people in the UK and overseas, including Best Blog at the 2007 WebAwards and an International Y Design Award for Best Community Website in 2008.

See our previous expeditions at:

www.offscreened.com/expedition/2007

www.offscreened.com/expedition/2008.

For more information email info@offscreened.com.

About The British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. For more information, please visit: www.britishcouncil.org/pakistan

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Registered in England and Wales Company Number: 5957375

Registered Office: The Arab British Centre, 1 Gough Square, London, EC4A 3DE