



- In 2010 **Tate** and **Legacy Trust UK** launched the first ever Tate Movie. Tate collaborated with Aardman – the animation company behind Wallace and Gromit; and Fallon, the creative agency that originated the concept. The Tate Movie was the first animation film of its kind made by and for children across the UK.
- To enable **The Tate Movie Project** to enlist the help of kids nationwide, we ran two Broadcast Radio PR days from our **Maple Street Studios**, using popular Blue Peter presenter Andy Akinwolere as the spokesperson for both bursts.

**The results:**

- Burst One July 2010: Reach: 2,192,000, 8 x Stations & 1 Website (Fun Kids)
- Burst Two Oct 2010: Reach: 1,879,000 & 17 x Stations
- Stations included: BBC Radio Shropshire, BBC Radio Newcastle, BBC Radio Bristol, BBC Radio Cornwall, BBC Radio Solent , Jazz FM, BBC Radio Norfolk, BBC Radio Ulster, Fun Kids Live Website, Sun FM, BBC Radio Newcastle, Jack Bristol & Star Bristol, Radio Pembrokeshire & Radio Ceredigion, Original 106 FM, The Bay, Radio Carmarthenshire & Nation Radio, BBC Radio Foyle, BBC Radio Manchester, Swansea Sound, BBC Radio Norfolk, BBC Radio Orkney, BBC 3CR & Mix 96.

