

**** PRESS RELEASE ****

CREATE TO CONNECT

64 Million Artists are responding to the current coronavirus situation with Create to Connect: two weeks of fun, free creative challenges anyone can take part in if they're isolating, distancing, or working from home.

Anyone interested can sign up here: www.64millionartists.com

The challenges will be simple, accessible, and only require materials you might easily find at home. From drawing to poetry, mindfulness to creating a motivating playlist, the tasks will invite participants to take five minutes out of their day for creative self care.

Those signing up can look forward to being sent a daily challenge each morning to their email inbox. They'll be invited to do the activity, reflect on how it makes them feel, and (if they'd like to) share their experiences with each other on social media with the hashtag #CreateToConnect.

The challenges all come from ideas submitted by members of the public up and down the country - of all ages and backgrounds.

Extraordinary times call for creative measures, and being at home doesn't have to mean alone.

About 64 Million Artists

64 Million Artists are on a mission to catalyse the creativity of everyone in the UK. We are co-creation experts and use everyday creativity to help organisations and communities vision their own projects, partnerships and positive change.

It's well known that creative activities and online sharing can boost mental wellbeing, and 64 Million Artists know this better than most. Our flagship campaign, The January Challenge,

engaged over 30,000 members of the public in a month-long creative challenge this year, and 98% said the experience has a positive impact on their wellbeing.

As events unfold we'll be developing more ways to keep us connected so watch this space... We are all creative. And we are not alone.

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