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PRESS RELEASE

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For immediate release

Young performers take over London's glitziest TV studio - for one night only!

***Q. What do you get when you take the X Factor studio and a full London Studios crew and put it together with a bunch of enthusiastic young people from all over the country?***

***A. The Big Fix Live!***

Media are invited to The Big Fix Live! (7.30pm-9pm, Wednesday 21 July, streamed live on [itv.com](http://itv.com)), a unique event which, like ITV Fixers the award-winning campaign behind it, doesn't fit neatly into any handy pigeonhole or charitable cliché.

Produced to celebrate the second anniversary of ITV Fixers, the 90-minute live show will be presented by Donal MacIntyre and Natalie Pinkham. A lively mixture of chat, video, and live performances, The Big Fix Live! will give the spotlight to some of the toughest issues affecting young Britons today, including knife crime, abuse and homophobia.

But despite its hard-hitting subject matter, the Big Fix Live! aims to entertain and celebrate positive action as well as inform and educate. All 650 audience tickets have been snapped up by young people involved in the ITV Fixers project\*, which marks its second anniversary and 3000<sup>th</sup> Fixer with the event.

The artists appearing in The Big Fix Live! are all unsigned, up and coming performers who have used dance, drama and music to raise awareness of issues that affect them and their lives. As ITV Fixers they have been given a platform and an audience of primetime ITV viewers for their message.

They include:

- **Theone**, from Bournemouth, who, after turning his back on a life of drug-related crime, has become a champion for community cohesion and access to music for all.
- **De'Votion**, a Derby-based girl band who stripped off their makeup in a video to show teenage girls there's more to life than worrying about body image.
- **Daniel and Jojo**, from North London, whose 14-year old cousin died in a stabbing outside his home in 2008, and Chickenshed Theatre perform an emotive scene from their raw-edged play about knife crime.

The event will also include some unusual collaborations – including a not-to-be-missed hook up between an indie band, a rapper and classical girls' choir.

Presenter Donal MacIntyre, who like most of the professionals working on the Big Fix Live has given his time freely to the event, says:

"I'm really looking forward to being part of the Big Fix Live! It's going to be a crazy mix of the glossy and the gritty, and a creative collision between showbiz and grassroots action. I think we can pull it off on the night and really celebrate the work of ITV Fixers all over the country.

"Entertainment these days is so often about competition and pitching one young person against another. What we have here is the polar opposite of that - there's no auditioning, no hype. Yet the talent is there in abundance. Everyone's working together and helping out to make the whole event a big success."

Margo Horsley, chief executive of the Public Service Broadcasting Trust, which created ITV Fixers, says the event is the culmination of two years hard work getting the Fixers campaign established throughout the country.

"It started as a simple idea in 2008 when we offered young people in the ITV Meridian and West regions the opportunity to have their voices heard on the issues they felt strongly about. We now have some 3000 young Fixers and over 400 projects nationwide, and it's still growing. The opportunity to have a prime time news platform on ITV Regional News for their concerns has given these young people such a boost. Young people having a voice in over 12 hours of airtime not only changes perceptions of young people but also open doors; suddenly their opinions are valued and they discover they have the power to change things for the better. With some 150,000 hours of effort already put into their projects Fixers are fast becoming a force for change.

"Our Fixers have won awards and recognition for their work all over the country. It seems to me that ITV Fixers are showing how the big society works; young lives are being transformed because they have the chance to do something meaningful with the added bonus is that it changes things for lots of other people too. One young woman who suffered from mental health problems was too scared to leave the house when she became a Fixer. Now she's about to start a medical degree. In the process she also changed the hearts and minds of local employers about giving people with mental health problems a job. The confidence boost that being an ITV Fixer can bestow is priceless and I hope the 'Fixers effect' will stay with these people for the rest of their lives."

**Ends**

#### **Notes for Editors**

- The Big Fix Live! can be viewed live on [www.itv.com](http://www.itv.com) from 7.30pm to 9pm on Wednesday 21 July and afterwards on demand at [www.itvfixers.com](http://www.itvfixers.com).
- Media representatives are invited to watch the show at the London Studios. Refreshments will be available and there will be interview opportunities with performers from 6pm. Contact Sharon Watson on 01962 670 370 or 07855 212 492 for accreditation.
- \*ITV Fixers with [vinspired.com](http://vinspired.com) is a major campaign created by the Public Service Broadcasting Trust, giving young people between the ages of 16-25 the opportunity to tackle any issue that they feel strongly about. What they choose to do is up to them as long as it benefits at least one other person.
- The Fixers are given all the resources they need to make their chosen project a success, with creative help from media professionals to make their own promotional material, from DVDs to websites. Support is on hand for the duration of the project and a broadcast production team produces features about the Fixes for ITV regional news.
- In July 2010, ITV Fixers was named "Best TV portrayal of young people" in the Positive Image Awards. More info at [www.positiveimagesawards.tv](http://www.positiveimagesawards.tv).
- The Public Service Broadcasting Trust is a charity that brings together mainstream broadcasters, public and voluntary sector services, and viewers.

- v, The National Young Volunteers' Service aims to inspire a new generation of volunteers (aged 16-25) across England. It does this by creating a diverse range of volunteering opportunities to help young people take action to improve lives, communities and the planet.