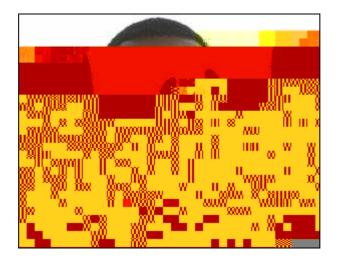
RED NOSE DAY 2003 MEDIA PACK



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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, mu

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

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

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 wa

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, fu

'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!

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 <u>www.rednoseday.com</u>.

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 he BIG

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

Ernst & Young

Ernst & Young have supported Comic Relief through many Red Nose

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 <u>www.rednoseday.com</u> 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 <u>www.rednoseday.com</u>, 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

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

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

DRU

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 o

£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 0.0000001 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