



# The Big Draw Press Release

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FOR IMMEDIATE RELEASE: 1 July 2020

**The World's Biggest Drawing Festival supports individual artists:**

## **“The Big Draw removes individual artists subscription fee”**

Just after the official 2020 Big Green Draw: A Climate of Change Festival announcement, Covid-19 devastated the arts and culture community with individual artists working as freelancers being particularly negatively affected. As a visual literacy charity, The Big Draw aims to uplift those who are most well-placed to deliver engaging initiatives and events; artists, makers, designers, community leader and facilitators... Everyone and anyone can become a Big Draw Organiser!

For 2020, The Big Draw has decided to waive the £50 registration fee for individual artists to encourage more participation and re-energise the hard-hit arts and culture sector. The charity has received support from the Arts Council England Emergency Response Fund and aim to pay it forward by supporting the upskilling and access for individual artists to become Festival Organisers and spread the transformative power of drawing.

To take part, visit [The Big Draw website](http://TheBigDraw.org.uk), register, and start downloading resources and seeking out inspiration.

## **ENDS**

### **CONTACT**

For further information, comments, images and interviews:

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#TheBigDraw #BigGreenDraw #ClimateOfChange #BigDrawTurns20

## **NOTES TO EDITORS:**

### **The Big Draw**

The Big Draw is a visual literacy charity promoting the universal language of drawing as a tool for thought, creativity, social and cultural engagement. The Big Draw (formerly *The Campaign for Drawing*) was launched in 2000 by The Guild of St George, the charity founded by John Ruskin in 1871 - becoming an independent arts education charity in 2006.

The charity leads a diverse programme of advocacy, empowerment and engagement, and is the founder and driving force behind The Big Draw Festival – the world’s biggest celebration of drawing. The Big Draw manages collaborative research projects, campaigns and educational conferences on visual literacy, digital technology and STEAM. The charity supports professional and emerging artists through its national contemporary art prize, The John Ruskin Prize and exhibition, and through events, awards, and competitions, creates platforms for each and everyone who wants to draw.

**thebigdraw.org | Charity no. 1114811**

## **The Big Draw Festival**

Launched in October 2000, The Big Draw Festival has encouraged over **five million people** back to the drawing board. It has notched up **two world records** – for the longest drawing in the world (one kilometre) and the greatest number of people drawing simultaneously (over 7,000). The first Big Draw Festival in 2000 attracted 180 partner organisations. Since then, the number has risen to over 1,000, with **over 500,000 people** participating each year. What began as a one-day celebration of drawing in October 2000 in the UK, is now an annual month-long festival of drawing across the world.

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