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## **YOUNG CREATIVES UNITE AGAINST MEDIA INDUSTRY**

*Filmmaking community establishes itself as platform to promote new UK talent*

LONDON - A group consisting of over 200 young screenwriters, actors and musicians have turned their back on the media establishment to independently create their own TV and film productions with the public.

In open defiance of the media industry's traditions, their aim is to create a unique new way of producing music, films and television that give unknown talent a step up in an insular world that has become averse to taking any kind of risk and relies on the same old celebrity faces. Ordinary people can also invest in them to make money during the recession.

The project is led by producer Alex Cameron, a 30 year old author, speaker and entrepreneur. The community is made up only of undiscovered actors, unknown writers, young production staff and unsigned bands. They found each other through social networking website Facebook and use online software to co-ordinate themselves.

Announcing the community's plans, Cameron said, "There simply is little to no opportunity, or even interest, in welcoming and nurturing the massive pool of young creative talent in the UK, despite it being the birthplace of Shakespeare and The Beatles. We just decided to go out and round it up, instead of waiting for it to arrive sheepishly on the doorstep."

The first production to emerge from the community is a feature film entitled "Michael's Resignation", part of a set of 7 screenplays written around the "credit crunch". The community aims to grow to 1000 members by the end of 2009.

Cameron added, "So many people claim to be interested in new talent. If you mean it, put your wallet, time and heart where your mouth is. Consider it a weighty middle finger judgment from a frustrated next generation to a sleepy industry – we're going our own way; to encourage, and to create hope."

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### **Notes to Editors:**

- The community has no name as such, but consists of 200+ media unknowns from all over the world that collaborate together online, as well as over 10 senior professional faces;
- More information on Alex Cameron can be found at <http://www.azcameron.co.uk/>
- The first film production "Michael's Resignation": <http://www.michaelsresignation.com/>