



Press release
from **Ignite Creative**, Coventry

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DVD gets the message across about Christian bookshop revival

IN recent weeks we have heard plenty about a big society and the need for a new way of delivering services but two Christian organisations have joined forces to spread the word about a project which is already breaking the mould.

When the Nationwide Christian Trust wanted to set out its radical vision for the former Wesley Owen bookshops it had reopened, it turned to video production company Ignite Creative to get its message across.

Rev Andy Twilley said: "At the Nationwide Christian Trust, we have recently launched a major new nationwide initiative called Living Oasis.

"We were determined to clearly and succinctly communicate the core message behind this project, with a desire to inform and enthuse everyone regarding the opportunity this represented for them and their community.

"Creating a professional promo DVD was the answer and working with Ignite proved to be a really positive experience. They quickly understood what we required, and understood the people we would be particularly targeting."

The Living Oasis vision is that people would see a coffee shop first of all, attracting more than just those looking for the Christian resources it would still offer. This would all be in bigger premises on the high street, which could also include a children's play area and a lounge that could be used for a variety of events.

For many people, this is a big change and that's why the Trust called on Ignite.

Director Steve Holdsworth said: "We have worked with the Nationwide Christian Trust on a number of projects in the past but were delighted to work with them on an idea that has turned despair about the closures into excitement about a great opportunity for outreach.

"We work for a wide variety of clients but it is utterly in line with our Christian faith and our status as a social enterprise to be involved in this project. We know a DVD can help in so many situations and are always keen to make it as easy as possible for people to realise they can have a professional product at a realistic price.

"We filmed at the Christian Resources Exhibition in May where Living Oasis had a mock-up of its vision for a new-look shop and interviewed many people, including Adrian Plass and GP Taylor, who were totally behind the plans."

Ignite then used this footage to produce two versions of the DVD and Rev Twilley said it was exactly what Living Oasis needed: "They helped put together a resource which was far more than just a film.... something which really made an impact in a way which would connect well with our target audience."

"Since Ignite produced the DVD on our behalf, hundreds of copies have been circulated to key people throughout the UK."

For more information about Ignite Creative, phone Steve Holdsworth on: 02476 158 135 or 07793 058134, email: steve@ignitecreative.co.uk or go to: www.ignitecreative.co.uk

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