

FOOTBALL STAR APPLAUDS BAFTA WIN FOR THE NEW SERIES OF L8R AND THE FIGHT AGAINST UK GANG, GUN AND KNIFE CRIME

The new series of L8R has just won the prestigious Children's BAFTA Award in the *Learning – Secondary*, category. The BAFTA judges said: *"This was the bravest of submissions in terms of its subject matter and range of media – a truly cross-platform service."*

This second series that introduces themes such as gang, gun and knife crime were launched on the 13th November with the support of football star **Jermain Defoe**, rapper and actor **Asher D** (Ashley Walters), Lyn Brown, MP for West Ham and Rob MacPherson, National Policy Manager for the Teenage Pregnancy unit at the Department for Children, Schools and Families.

Defoe, who was brought up in East London, where L8R is filmed, said: *"L8R definitely deserves this award....young people need to think about what they're doing, and the consequences, and L8R really helps them to do that."*

Walters, who hit the headlines previously when he was jailed for possession of a gun said: *"L8R is such a brilliant initiative, because it's developed with young people, for young people, so it speaks their language. And this new series is so timely as gang, gun and knife crime are increasing at an alarming rate in the UK, especially between teenagers."*

L8R has already won two other prestigious awards, including the pan-European Basel_Karlsruhe Multimedia Award in 2007 and the Royal Television Society Interactive Education Award in 2004, and has been nominated for four other major awards, including two Children's BAFTAs, since its launch in 2002.