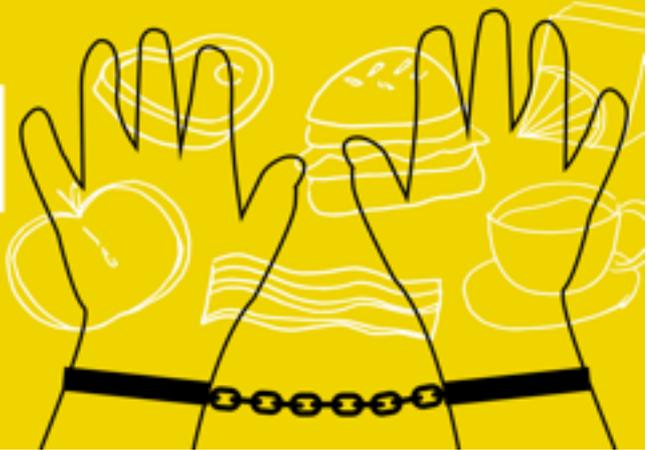


The New Optimists present
a Narrativium project

THE HAND THAT FEEDS

a musical about FOOD CRIME



FOR IMMEDIATE RELEASE

Birmingham tackling food crime with musical theatre!

'The Hand That Feeds' is a theatrical song cycle about food crime, a widespread and growing problem that affects us all. The project was conceived of by Kate Cooper, founder of The New Optimists: a forum for regional scientists

'The Hand That Feeds' is composed by Sara Colman and written by Mez Packer. It follows the story of Robbie, "a hardworking family man" raised in Birmingham who comes to realise the impact of his role in the food supply chain and the difference he can make.

The project aims to raise public awareness of the issues and the widespread implications of food crime — both locally and nationally — and to create a platform for discussion. The New Optimists' conviction is that a fun arts-based events can have a big impact in enabling a wider audience to engage in social matters, such as food crime, where the role of science, here the forensics of food fraud, play a big part in making our world a better place.

The content is being built with people from across the food supply network in Birmingham, arguably the largest economic sector in the city. As well as a core of professional actor-musicians, The New Optimists are working with Castle Vale Community Choir, who will be the ensemble for the piece.

Professor Chris Elliott, who led the Government review into the integrity and assurance of our food supply network after the horsemeat scandal, and who coined the term 'food crime', is the Scientific Advisor on the project.

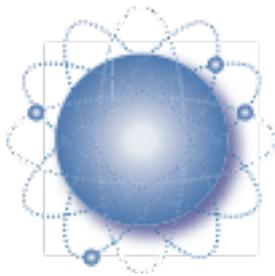
The New Optimists have also been working closely with the Bull Ring Markets' Traders. The project looks to support local businesses and promote the Bull Ring Markets as an excellent place for people to shop for their food. At the markets the public buy directly from the traders who will tell customers exactly where the produce comes from, thereby minimising the risks of food crime.

The free, outdoor performances of 'The Hand That Feeds' are taking place on Saturday 14th May at 12pm and 2.30pm outside St. Martin in the Bull Ring Church. Audiences are being encouraged to follow the conversation both in the run up to and during the live shows with #StopFoodCrime.

Founder Kate Cooper said: *“I am thrilled to see this performance taking shape. The New Optimists is a forum of top-notch regional scientists from diverse scientific disciplines, keen to make our world a better place. Their work matters and The New Optimists is about getting their work — and their informed perspective — in on decision-making. This musical is one of many ways to do so.”*

Website: <http://narrativium.org> & <http://newoptimists.com> / Facebook: <https://www.facebook/newoptimists> / Twitter: @newoptimists #StopFoodCrime

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