



MEDIA RELEASE

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The Art of Play

The Women's Circus brings the circus to the streets!

On **Friday 18th October** and **Saturday 19th October** *The Art of Play* will be popping up as a portable playground in the Sunshine Mall and Footscray Mall.

Come and jump on the trampoline, walk the slack line, juggle some balls or play the Federation Bells between 10-1pm. The playground has come to the streets!

After the Inverted Playgrounds events, The Art of Play circus and play activities will spring up in other local playgrounds, malls and parks across the Western Suburbs of Melbourne. Vanessa Chapple is the Art of Play Artistic Director says "the Art of Play project is unique in its employment of a specific skill set of theatre and circus artists who nurture children's creativity and imagination and offer a unique opportunity to inspire the world of play through circus arts."

Dr June Factor of the University of Melbourne says "play functions for children as the arts do for adults. Knowing this, what can we do to enrich the play environment of children in the playground?" The Art of Play will be working closely with primary schools, community organisations, playgroups, libraries and culturally diverse and refugee communities, the Women's Circus will facilitate play-based physical theatre and circus activities for young children and their families between now and Easter 2014.

The Art of Play is funded by VicHealth's MOTION program to get Victorians moving through art. It involves partnerships between The Women's Circus, Maribyrnong City Council, Brimbank City Council, playgroups, primary schools and local community groups across the Western Suburbs of Melbourne.

VicHealth CEO Jerril Rechter said the *The Art of Play* projects are built on the philosophy that sport isn't the only way to get physically active. "This project is designed to inspire people who may not usually get involved in physical activity to get moving. The idea is to make everyone feel welcome to join in and have fun in the process," Ms Rechter said.

"Regular physical activity also improves mental health and increases resilience against stress, anxiety and depression, so I'd encourage Sunshine and Footscray kids, big and small, to go along and get active."

The Women's Circus is an award winning arts organisation that works closely with communities to build sustainable cross- artform projects through cultural partnerships.

The Art of Play dates

18th October 2013 10am-1pm, Outside of Sunshine Market Place, next to Sunshine Library, 301 Hampshire Road, Sunshine 3020.

19th October 2013 10am-1pm, Footscray Mall outdoor area, Nicholson Street between Paisley Street & Barkly Street, Footscray

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