



## PRESS CONTACT

**Josh Brown**

Press & Marketing Manager

josh@masterclass.org.uk

+44 (0) 20 7389 9662

## PRESS RELEASE

Immediate Release

16<sup>th</sup> November 2017

# West End Performance of *Cookies* Filmed and Released Alongside Free Education Resource Packs for Anti-Bullying Week

The [Theatre Royal Haymarket Masterclass Trust](#) (Masterclass) in partnership with the [Pureland Foundation](#) and children's charity [Kidscape](#) are delighted to announce that during Anti-Bullying Week 2017 (w/c 13th November), a filmed live performance of *Cookies* by **Emily Jenkins** will be available to stream directly from the Masterclass website.

Filmed by London-based video agency, [Kinura](#), the film will accompany free PSHE and Drama resource packs which include professional advice from Kidscape, easy-to-follow exercises and over 30 extensive theatre-based, written and creative activities that align with the PSHE Association and AQA A-level and GCSE Drama national curriculum.

**Masterclass** and **Kidscape** have spent over a year working with 16 to 19 year old students from varying areas of study, collating and exploring exciting, fresh material through diverse and successful workshops. As such, the resources will help teachers cover various topics within the curriculum using drama-based creative activities.

### **Blayne George, Programme Director at Masterclass said:**

"By using *Cookies* in the classroom, teachers will be able to encourage students to tackle the serious threats that young people face online and enrich their educational experience. The play can be used as a creative and engaging device to nurture important conversations with students from Key Stage 4 and 5. It provides an opportunity for discussion, encouraging young people to have the confidence to voice any concerns at a time when they are, arguably, at their most vulnerable."

*Cookies* played the Theatre Royal Haymarket on 29<sup>th</sup> October for two performances only and was commissioned as part of the Cyberscene Project; an inspirational theatre initiative which supports the health and wellbeing of young people affected by cyber bullying and other online issues. Cyberscene was created by Masterclass in partnership with the Pureland Foundation and children's charity Kidscape.

### **Bruno Wang, Founder, Pureland Foundation commented:**

"We are delighted to partner with Cyberscene and to champion its important work to support and empower young people affected by cyber bullying. This innovative initiative from Masterclass mirrors Pureland Foundation's commitment to promote social and emotional wellness, in particular working with the creative arts to engage and inform audiences. Cyberbullying is an issue affecting



## PRESS CONTACT

**Josh Brown**

Press & Marketing Manager

josh@masterclass.org.uk

+44 (0) 20 7389 9662

not only children and teenagers but also adults. It is very rewarding for all involved that teachers across the country will be able to use Cookies in their classrooms to stimulate dialogue with students on this key issue of our time.”

Through a series of theatre based workshops, the project has explored key concerns and issues facing young people in today’s digital landscape, having collaborated with 120 students across four London Colleges.

Written with young people, for young people, *Cookies* is an exciting method of educating and engaging young students in a pertinent subject matter. Directed by Olivier Award nominee Anna Ledwich, the play is inspired by true, heartfelt online stories of students and follows seven teenagers dealing with the effects of sexting, radicalisation, cyber bullying and our wider digital world

The project has been delivered under the artistic guidance of renowned British theatre director, **Jonathan Church CBE**.

[To watch the filmed version of Cookies and to access our free education resources, click here.](#)

**ENDS –**

★★★★★

**Miro Magazine**

“*Cookies* by Emily Jenkins makes an arresting and empowering statement about social media.”

[Click here for the full review](#)

★★★★★

**Hiive**

“Jenkins’ use of street slang, emojis and acronyms is the perfect foil for the otherwise lyrical script.”

[Click here for the full review](#)

★★★★★

**Everything Theatre**

“The sinister realities of the play will sit with you long after the show... But it’s worth it!”

[Click here for the full review](#)

## Notes to editors

### Press Contacts

Josh Brown, Press & Marketing Manager | [josh@masterclass.org.uk](mailto:josh@masterclass.org.uk) | 020 7389 9662

#### MASTERCLASS

Theatre Royal Haymarket  
18 Suffolk Street  
London, SW1Y 4HT  
Company No. 9361138  
Regd. Charity No. 1159840

TEL +44 (0)20 7389 9660  
EMAIL [info@masterclass.org.uk](mailto:info@masterclass.org.uk)  
WEB [www.masterclass.org.uk](http://www.masterclass.org.uk)  
TWITTER @masterclasrh  
FACEBOOK /masterclasrh

#### PATRONS

Dame Judi Dench  
Sir Peter Hall  
Sir David Hare  
Maureen Lipman CBE  
Elaine Paige OBE

#### TRUSTEES

Arnold M. Crook  
Nigel Everett  
David Jones  
Peter Loose

#### PRINCIPAL SUPPORTERS

AKA  
Beechdean Dairies  
Hilton In The Community Foundation  
The Vernon Charitable Trust  
Theatre Royal Haymarket





## PRESS CONTACT

**Josh Brown**

Press & Marketing Manager

josh@masterclass.org.uk

+44 (0) 20 7389 9662

- *Cookies* by Emily Jenkins, which deals with the effects of sexting, radicalisation and cyber bullying, will be available to watch online alongside free education resource packs created to align with the national curriculum.
- *Cookies* played the Theatre Royal Haymarket for two performances only on 29<sup>th</sup> October 2017 and was directed by Olivier Award nominee Anna Ledwich
- *Cookies* was commissioned as part of the Cyberscene Project, an inspirational theatre initiative designed to tackle cyber bullying.
- For full cast and creative team, [please click here](#)
- [Additional links and support](#)  
If you or someone you know is experiencing cyber bullying and you would like some additional support please visit [Kidscape's website for further guidance](#).

### Photos & Videos

Please find the production artwork and a selection of [photographs here](#)

*All photographs to be credited to Pamela Raith*

## Cyberscene Partners

### **Theatre Royal Haymarket Masterclass Trust (Masterclass)**

Supporting and nurturing young people through theatre is, and always will be, at the heart of Masterclass. As the in-house education charity of the Theatre Royal Haymarket, for the past 18 years we have been dedicated to opening up this beautiful and historic building as a resource for young people.

The Masterclass programme hosts inspiring and empowering talks with leading industry figures, onstage workshops, careers advice sessions, creative opportunities and paid apprenticeships for young people aged 16 – 30. We are devoted to using theatre as a platform to build confidence, strengthen self-esteem, nurture creativity and develop business and life skills in young people – the talent of the future.

[www.masterclass.org.uk](http://www.masterclass.org.uk)

### **Kidscape**

Bullying and abuse can destroy childhoods and damage futures. Kidscape has been working for over 30 years to keep children safe from harm and to give parents and professionals the knowledge and skills they need to ensure that every child is protected. We were the first charity in the UK to tackle bullying and child sexual abuse and remain committed to our mission to support and protect children and help them to grow into happy, confident adults.

[www.kidscape.org.uk](http://www.kidscape.org.uk)

### **The Pureland Foundation**

The Pureland Foundation supports institutions, charities and programmes that promote social, spiritual and emotional wellness, with an emphasis on art and music.

Pureland in Buddhism refers to the realm of higher consciousness and peace. Although not based in any religion, the Foundation seeks to create and promote the interconnectedness and sense of



## PRESS CONTACT

**Josh Brown**

Press & Marketing Manager

josh@masterclass.org.uk

+44 (0) 20 7389 9662

“pure land” in our daily lives.

The Pureland Foundation was founded by Bruno Wang, a London-based philanthropist, cultural patron and businessman. The Foundation reflects Mr Wang's well-established interests in meditation, holistic wellbeing, art and music.

[www.purelandfoundation.com](http://www.purelandfoundation.com)

### **Emily Jenkins**

Emily is a winner of the prestigious Fringe First Award for her play *Rainbow*. She has since worked with Paines Plough, Traverse Theatre and attended the Royal Court Young Writers and Studio writers' programmes. She is currently working on her new play, due to be performed in Summer 2018.

### **Anna Ledwich**

Anna began her directing career at Theatre 503 where she was made an Associate Director in 2005 and was later made co-Artistic Director of Theatre on the Fly at Chichester Festival Theatre.

Anna received the Gate Theatre/Headlong New Directions Award for her adaptation of Frank Wedekind's *Lulu* in 2010 and was nominated for the 2015 Olivier Award Outstanding Achievement in an Affiliate Theatre for her production of *Four Minutes Twelve Seconds* at Hampstead Theatre Downstairs. *Four Minutes Twelve Seconds* transferred to Trafalgar Studios in November 2015.

She directed two new plays at the Hampstead Theatre in Autumn 2016, *Labyrinth* by Beth Steel and *Kiss Me* by Richard Bean. *Kiss Me* transferred to Trafalgar Studios in June this year.