



## NEWS RELEASE

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# What's in your loft? Dig out your W12 photos and QPR memorabilia for this special event

***Octavia Foundation and QPR in the Community Trust are inviting local people to join them at a heritage and memorabilia event celebrating the history of the W12 area and Queens Park Rangers (QPR) football club. They're looking for people to dig out their photos, lucky charms, mascots and other memorabilia and share them with other people with the same passion about their local area.***

The 'What's in your Loft?' event forms one part of the Story of QPR project and has been organised by 12 young project volunteers with support from a project team. The Story of QPR is a youth multimedia project being delivered by the Octavia Foundation in partnership with QPR in The Community Trust. The project is working with young people aged 16 – 24 years old, many of whom are not currently in education, employment or training, to give them skills and work experience. The young people involved in the project are also producing a range of other multimedia, including a broadcast quality documentary film, telling the story of the club. The 12 young event organisers took part in archiving sessions, oral history training, a visit to the Jewish Museum and engaged in learning sessions on diversity and human rights as part of the project. Ankit Patel, aged 23, who helped to organise the event said:

*"Being part of this project has been an insightful experience. I wanted to gain related experience within marketing which was my main reason for volunteering, along with having the opportunity to work within football, which is difficult to get hold of. I have had the opportunity to create event- day materials, assist with event planning and conduct interviews, which included interviewing footballer Joey Barton. I particularly enjoyed researching QPR memorabilia, which not only improved my research skills, but enabled me to learn more about the football club which I have a personal affiliation with. "*

Guests at the ticket only event, which takes place on Sunday 12 October at the Loftus Road Stadium can enjoy a range of activities during the day including talks from guest speakers and a raffle, as well as an exclusive first-screening of the trailer for the upcoming documentary film being made by the young volunteers. However, the main event will be a special exhibition of photos and objects illustrating the local W12 and QPR football club 'Hoops history'. The exhibition will be based around the history of the club and key figures within it, giving an insight into the day-to-day business of the club and exploring the passion of the fans over the years. Items that will be on display include a never-before exhibited photo album of a tour of Istanbul in 1948 and the minutes book from the 1970s, which covers the transfers of star players and other events at the club. An image showing the walk to Wembley Stadium in 1986, when QPR reached the Milk Cup Final, will also be on display as well as a membership book for a Brenton Musselwhite, a QPR player and Kilburn man from the end of the 19th century who was an early QPR legend, captaining the team and winning a number of medals.

Gordon Macey, QPR Club Historian will be available on the day to offer his expertise in valuing the items that guests bring. He said:

*"We will have a wide range of memorabilia on show but we're always excited to find more items. If you have any of your own QPR or W12 memorabilia, photos or items such as lucky charms or mascots to share with other attendees then please bring them along. You'll be able to get your items photographed by our media team who will be creating a record of everything that we find."*

The event will take place in two sessions, in the morning and afternoon, of Sunday 12 October at the Loftus Road Stadium in White City and refreshments will be provided. To register for your ticket please visit: <http://whatsinyourloft.eventbrite.co.uk> or call 07903 739 028. You can also contact us to tell us about your photos, mascots or other memorabilia in advance on this same number or by emailing [qprfilm@octaviafoundation.org.uk](mailto:qprfilm@octaviafoundation.org.uk).

**More information on The Story of QPR project is available at** [www.octaviafoundation.org.uk/StoryofQPR](http://www.octaviafoundation.org.uk/StoryofQPR).

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**For more information, interview requests and high res images please contact:**

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**Notes to editors:**

1. The Story of QPR is a project working with young people aged 16 to 24, most of whom are not in employment or education to tell the story of the QPR football club and the local community through:
  - The production of a broadcast quality documentary film; to be launched at Loftus Road in 2014 before going on a screening tour of local community venues and school educational visits.
  - Production of a website.
  - Production of a podcast.
  - Production of a music track.
  - History of QPR - a heritage and memorabilia event.
  - History of QPR – a micro-site containing short films and memorabilia.
  - History of QPR – a magazine.
  - History of QPR – school educational visits.

The Story of QPR project has received funding from the Premiere league Charitable Trust, the Professional Footballers Association (PFA), QPR 1<sup>st</sup> Supporters Trust, the Heritage Lottery Fund (HLF) and Hammersmith United Charities.

2. The Octavia Foundation is a registered charity no 1065817. We connect people affected by unemployment, ill health, social isolation or low incomes with opportunities for positive personal change. Our vision is to build stronger, happier and healthier communities in central and west London to help create an enriched life where we live. <http://www.octaviafoundation.org.uk/>
3. QPR in the Community Trust is a registered charity (1127806) established in 2009 to use the power of Queens Park Rangers Football Club to forge stronger and deeper connections with its community, creating progressive, vibrant hubs for sporting and social activities, leading to enhanced life experiences for individuals and neighbourhoods. For more information, visit [www.qprcommunitytrust.co.uk](http://www.qprcommunitytrust.co.uk)
4. The What's in your Loft? event will take place on **Sunday 12 October 2014** with a choice of session: AM (10am - 1pm) or PM (2 - 5pm) at the Blue and White Bar, Loftus Road Stadium, South Africa Road, White City, W12 7PJ. The nearest tubes are White City, Wood Lane and the bus routes are the 228 and 283. Register for your ticket at <http://whatsinyourloft.eventbrite.co.uk>
5. Hi res images or interviews with project participants available on request.