

Designed in Devon appoints Ladbury PR to publicise Extended Play, the first interactive festival in the South West

Extended Play 2011 is the South West's first, and only, digital interactive festival open to the public to celebrate the notion of 'Play' using Digital Media, taking place on 3rd – 5th November in Plymouth. A brainwave of the creative network Designed in Devon and organised by Ella Romanos, MD of a local interactive studio Remode, the festival will deliver a two-day programme of inspiration and creativity, showcasing the region's best talent within the gaming and interactive industries.

Ladbury PR have been commissioned to publicise the festival to the public, while attracting profile-raising coverage across gaming and interactive press. This is a third commission for Ladbury PR in the South West, following the agency's work for Watershed's Media Sandbox and artist residencies programmes earlier this year.

Rebecca Ladbury, Senior Partner at Ladbury PR, says; "We are absolutely delighted to take on such an innovative and adventurous project and to work again with Ella Romanos, who has been an inspiration to us when we worked together on Media Sandbox 2010. There are a number of exciting speakers lined up for the festival already, and we cannot wait to reveal more soon."

Ella Romanos, MD, Remode and **co-founder** of Extended Play, says, "We immediately thought of Ladbury PR when putting together the publicity brief for Extended Play and are very pleased we can work together again following the amazing work they have carried out for the Media Sandbox showcase earlier this year. The festival will be a key event for anyone following gaming and interactive trends and will shine a particular spotlight on those at the forefront of the industry in the South West.

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Notes to Editors:

About Ladbury PR

Ladbury PR is a public relations consultancy delivering creative, intelligent campaigns to generate profile-raising coverage in print, TV, radio and online. Current clients span media, gaming and music industries and include Channel 4 Education, Universal Music and Jazz FM. The agency was set up in 2009 by Rebecca Ladbury, a publicist with over ten years' experience leading press campaigns for television, film, and cross-platform projects at Channel 4, and development projects at UNICEF and UNDP. In 2010, Rebecca Ladbury expanded the agency through a partnership with Pavla Kopečna, previously fashion editor at Clash Magazine.

www.ladburypr.com

About Extended Play

Extended Play 2011 is the South West's first, and only, digital interactive festival to celebrate the notion of 'Play' using Digital Media. The Festival will deliver a two-day programme of creative and interactive events, sharing the knowledge and fun to students, industry and the public, whilst showcasing the best talent the region has on offer. Extended Play will take place on 3rd – 5th November at the National Marine Aquarium in Plymouth and is organised by local designers network, Designed in Devon.

www.explay.co.uk

About Designed in Devon

Designed in Devon is a not for profit organisation that connects and shares ideas between the design industry and cultural agencies, national design bodies, higher education institutions and other key public and private sector organisations. We provide a regional proactive voice and the strategic development for the design industry in the County. We help to strengthen communication and develop partnerships in the sector, foster collaborations between the design industry and link the region with national and international initiatives and organisations.

www.designedindevon.co.uk