



**For immediate release**

## **D&AD launches the race for talent at New Blood**

New Blood, the D&AD's graduate talent show, launches at the end of this month (23 June) in London. It is part of a week of education events that will see creative industry heavyweights begin the annual race for talent and aspiring creatives walk away with the skills and contacts they need to get a job in the creative industries.

Held from 23-25 June at the Brompton Hall in Earls Court, D&AD New Blood receives over 7,000 visitors and offers a full programme of free exhibitions, workshops, debates and portfolio surgeries. This year, almost 120 creative courses from around the UK - and colleges from Russia and Singapore - will exhibit their best graduate talent.

Students and teachers from secondary schools around the UK descend on the exhibition on Schools Day (Tuesday, 24 June), giving them the opportunity to talk to students, tutors and professionals about creative courses and career prospects. They'll also have the opportunity to attend a debate on the potential of Mobile Advertising with a panel of industry experts, including a representative from Blyk, New Blood's main sponsor. The exhibition will close on Wednesday with Pecha Kucha, the fast and furious 'show and tell' Japanese import.

Training and Advice Sessions will be available in a new workshop format (Thursday, 26 June) at RIBA (The Royal Institute of British Architects) to anyone who wants to complete their tool kit to get that first job in the industry. The week closes with the D&AD Student Awards Ceremony at Shoreditch Town Hall – nominated work will be on exhibition at New Blood.

Al Young, D&AD Education Chairman, said, "For me, New Blood is the worlds' most exciting candy store; a chance for creative professionals to snap up the elite from the next generation of creative people. The brilliant satellite events also make it informative and enriching for both students and professionals alike."

Visit [www.dandad.org/newblood08](http://www.dandad.org/newblood08) for further information.

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**Notes to Editors:**

1. Blyk is a media for young people, which works closely with its members, uniting brands with 16-24s and providing free communication through ad funding. [www.blyk.co.uk](http://www.blyk.co.uk)
2. New Blood is this year being helped by The Carbon Neutral Company to measure, reduce and offset its CO2 emissions to make it a CarbonNeutral event."
3. Pecha Kucha: A panel of graduates and tutors will be given 20 seconds to present each of the 20 slides on hand to support and illustrate their work and inspiration.
4. D&AD is a not-for-profit organisation that represents the international design, advertising and creative communities. More than any other organisation, D&AD sets industry standards, educates and inspires the next generation and promotes the importance of creativity, innovation and ideas within the business community. Visit [www.dandad.org](http://www.dandad.org) for further information. Registered Charity Number: 305992.

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