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24 days of digital distractions

Press Release

Electric December: All I want for Christmas

8 December 2005

Have you ever been given a rubbish technology-based present - a gizmo that didn't add any real value to your or anybody else's life? Well, now is your chance to put things right.

Bristol City Council's Corporate Consultation team has worked with Delib, a Bristol based new media group, to develop 'All I want for Christmas' - an interactive **Electric December** gift that gathers ideas on how technology might be put to better use in the city.

Stephen Hilton, the council's Corporate Consultation Manager explains: "Bristol City Council is backing the city's bid to become the region's and the UK's leading Digital City. Whilst the "Digital Challenge" contest, which is soon to be announced by the Office of the Deputy Prime Minister, has provided momentum to bring people together - it is also clear to me that Bristol is already home to an incredible breadth of digital creativity and talent. I look forward to seeing the ideas that are generated through the council's **Electric December** gift and to exploring how the council and its partners can take the best ones forward."

Electric December, Watershed's widely acclaimed online digital advent calendar, offers a new and totally unique digital present every day from 1 Dec - counting you down to Christmas.

Notes:

- Find out more about **Electric December**, and download images and press releases at <http://www.electricdecember.org/05/press>
- Find out more about Connecting the UK: The Digital Strategy at www.dti.gov.uk/industries/telecoms/pdf/digital_strategy.pdf
- The Digital Challenge offers a £10m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at www.egovmonitor.com/node/1716
- **Electric December** is a Watershed project supported by Learning & Skills Council West of England, The Campus Bristol, BBC West, Bristol Evening Post and Creative Bristol (an initiative of Bristol Cultural Development Partnership, Arts Council England South West, Bristol City Council and Business West).
- You can see the last six years of **Electric December** now at www.electricdecember.org
- For further press information contact Clare Reddington on 0117 927 6444 or clare.reddington@watershed.co.uk