



## Press Release

### Electric December: Live, Work, Play 14 December

How connected is Bristol? Where do you work? Drink? Sleep? Do you spend your life in the city centre, or crossing bridges and gridlocked roads? Perhaps you escape to the country as the light fails or head to Park Street to meet friends?

Connecting Bristol presents a window on the lives of Bristol folk, exploring quite literally the locations where people Live, Work, and Play, mapping the triangle of their lives across the city.

Connecting Bristol is the city's dynamic response to the Digital Challenge, a government competition to identify a national showcase for ICT innovation. Bristol has fended-off regional and national competition to win a place in the final top-ten and now must create a comprehensive plan to tackle digital exclusion, with final bids submitted in January '07.

Expressing a wish for a connected city, this Electric December piece – designed by local creative agency Beef – asks people to consider how much of the city they inhabit and explore how much more there is to know.

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

#### Notes to editors

- Connecting Bristol is supported by Bristol City Council and the South West Regional Development Agency.
- For more information on Connecting Bristol, the city's dynamic response to the digital challenge please visit; <http://www.connectingbristol.org>
- Beef is a creative agency specialising in interactive media. FFI please visit <http://www.wearebeef.co.uk>
- Electric December is an example of the work contributing to Bristol's bid to The Digital Challenge, which offers a £7m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at <http://www.egovmonitor.com/node/1716>
- Find out more about Electric December, and download images and press releases at <http://www.electricdecember.org/06/press>
- Electric December is a Watershed project supported by Bristol City Council and Bristol Evening Post.
- You can see the last seven years of Electric December now at [www.electricdecember.org](http://www.electricdecember.org)
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