



Press Release

Electric December: Brunel's Britain Route Planner 17 December

On Day seventeen take part in Brunel's Britain Route Planner, which has been nominated for a BAFTA Interactive Award at this years Children's Awards.

Who do young people wish they could become today? Beckham? Madonna? 150 years ago it was a man called Isambard Kingdom Brunel, who amazed the world with his daring achievements. Brunel was an inventor, a designer and an engineer, who built not only bridges, or tunnels or ships, but all three, and is known for turning his dreams into reality - not just 'wishing.' He had the skills and the leadership to leave a legacy that includes such well-known iconic landmarks as Paddington Station, the Clifton Suspension Bridge, and the SS Great Britain.

2006 is the 200th anniversary of Brunel's birth, making today's window, (which was produced by the Bristol-based digital media company Available Light and originally commissioned for Gridclub, the e-learning website) especially appropriate for the Electric December calendar.

The challenge is to design Brunel's Great Western Railway, linking London to Bristol. You will need to solve some engineering problems, including encountering some fierce opposition along the way (Lord Wellington - of Waterloo fame – said the railway was a bad idea because '...it will only encourage the lower classes to move about...')

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

- Available Light Productions, produce documentary and factual television programmes, and a wide range of interactive educational content for digital platforms. This game is an extract from 'Brunel's Britain' a site commissioned by Gridlearning Ltd for Gridclub (a subscription-based activity site for young learners) in association with Teachers TV. For further information please visit www.availablelight.tv
- 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
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