Call for online activities to keep the nation connected to culture

Family Arts Campaign are supporting arts organisations to reach families during COVID-19

Family Arts Campaign this week relaunches its listings service, Fantastic for Families, to help the nation access creative events and activities during COVID-19 and is asking cultural organisations to join them.

The organisation is known for fantasticforfamilies.com, which is used by hundreds of organisations to reach families who are looking for fun, creative and cultural events or days out.

Now, with the arts sector facing huge challenges, and with thousands of us unable to leave our homes, the Family Arts Campaign are adapting their offer, creating a brand-new resource for families to find online events, activities and experiences.

“We have a commitment to our audiences,” says Anna Dever, Head of the Family Arts Campaign, “many will need us more than ever in these challenging and uncertain times. We hope that with this resource we can support organisations to stay connected to their communities creatively and culturally. We’re asking arts organisations to talk to us about how they can use the site to encourage families to find ways to enjoy being creative together, to join in and have fun.”

Activities on Fantastic for Families include online dance classes, live crafting sessions and family-friendly musical performances with submissions from Sadler's Wells, City of London Sinfonia, and Bristol's Arnolfini gallery.

Rebecca Blackman, Director, Audience and Engagement, Arts Council England said, “It’s essential that we support the entire eco-system of everyone who is involved in the arts and that includes families at home. We’re delighted that Fantastic for Families are playing their part in bringing creative activities to people everywhere and would encourage our Arts Council funded organisations to take advantage of this resource to strengthen accessible experiences for audiences.”

All arts organisations are encouraged to visit [www.fantasticforfamilies.com](http://www.fantasticforfamilies.com) to find out more or add events.

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Crystallised on behalf of Family Arts Campaign

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**Family Arts Campaign** is an Arts Council England Sector Support Organisation and the largest, fully cross art form and collaborative initiative to support cultural engagement amongst families. It is managed by The Albany (a London based performing arts centre and social enterprise) and a consortium of industry partners.

The Campaign works with leaders across all art forms, including libraries and museums, to advocate for the value and importance of engaging families in creativity and to provide practical support in improving access and experience, with the aim of:

• Increase the amount and range of quality artistic work available to families

• Improve the quality of experience for families accessing cultural activities/ events

• Improve marketing to reach more diverse families

840 cultural organisations hold the Family Arts Standards accreditation devised and delivered with the Family & Childcare Trust, with 330 also committing to the Age-Friendly Standards, which provide guidance on welcoming older people to cultural experiences.