

PRESS RELEASE

26th September 2007



Children's guru throws his weight behind the campaign to support the Northern Rock Bank

Ieuan Einion, artistic director of one of the North East's leading theatre companies, Monster Productions, today threw his weight behind the campaign to support the Northern Rock Bank. His company, Monster Productions is well known for producing shows for children under 7 and their families and their latest show 'Feast' is running for a Christmas season at the Buddle Arts Centre in Wallsend this November and December.

Speaking earlier today, Mr. Einion said:

"We are an ethical company, often providing theatre for young children who might never have had the opportunity to attend the theatre otherwise. We firmly believe that the Northern Rock Bank is also an ethical company, giving, as it does, 5% of its pre-tax profits to the Northern Rock Foundation – its charitable wing. Over the past five years we have received something in the region of £100,000 from the Northern Rock Foundation. This money has been effectively used to support the attendance at the theatre of some of the region's poorest children and also to allow our company to develop an entirely new strand of work for babies and pre-school children.

Without the support we have received from Northern Rock, our company might today not be in existence. We are but one of the many examples of the far-sighted generosity displayed by the bank and its charitable arm.

I urge all people loyal to the North East and its institutions and culture to display faith in Northern Rock by investing in the bank. To this end, I am going to move a goodly proportion of my savings from where they now lie to the Northern Rock. If we all do the same, people power will have proved to have out-flanked the Jeremiahs who are crying for the destruction of a very important part of the North East's fabric and well-being."