



The Art Angels Press Release

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## **The Art Angels Spread their Wings as Kids' Online Craft Club Solves Christmas!**

Children's craft specialist, The Art Angels (<http://www.the-art-angels.co.uk>), is launching an online club to equip youngsters with the skills and techniques to tackle a wide range of inspiring projects in their homes. Online craft club membership promises to feed the imagination and creativity of youngsters – and 12-month subscriptions priced at just £29.99 look likely to be snapped up by parents as the perfect gift this Christmas!

The online craft club is the new third arm of The Art Angels, which began by serving up entertainment and inspiration at children's parties, and now also works on behalf of corporate clients such as Bolton Wanderers Football Club, and The Royal Armouries, in Leeds.

The Art Angels is based on the West Pennine moors, near Bolton, but the party side of the business is now spreading way beyond its north-western roots. There are now Art Angels covering Berkshire, London, Essex, Hertfordshire, Buckingham and Surrey – and further staff are being recruited in other areas.

The Art Angels was founded in 2006 by Vicky Connor, following the birth of her son, Charlie. She and her partner, Barry, had both left their jobs with the British Heart Foundation, and what started as a part-time hobby soon developed into a fully-fledged, full-time business.

"It began with the odd party here and there, and before I knew it I was working for Bolton Wanderers on their Junior Whites fun days, creating craft activities for The Royal Armouries 'Horrible Histories' Exhibition, and travelling all over the country for parties and events," says Vicky.

"It soon became obvious that I needed help, so now I have a team of angels around the country entertaining kids, and making my life so much less stressful!

"The online craft club came about through parents at parties asking us to 'bottle' our enthusiasm and creativity as they felt bad that they didn't have the time or expertise to help their children. This is the closest we could get, and as far as we're aware it's the only club of its kind in the UK."

The online club is suitable for children aged five and above, and the members-only website provides downloadable craft projects, and different techniques which the youngsters can adapt in order to paint, snip or clip to their hearts' content.

Children receive a membership kit including bag, pencil case and A4 folder – all bearing the company logo - and membership card. They are also sent quarterly newsletters with project packs, and seasonal supplements to mark events such as Halloween or Christmas.



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“The online craft club helps to develop independent creative thought and, at the same time, it also offers like-minded children a sense of belonging,” says Vicky.

“Creative kids are often shy, and reluctant to join clubs, but our membership gives them a chance to build confidence through sharing ideas, as photos are sent in and put on the website.

“So far as parents are concerned, this is the Christmas gift that keeps going! Long after the batteries have run out on other presents, this one provides a whole year’s worth of crafting fun.”

Next year will see further development of The Art Angels’ website, including the introduction of step-by-step videos. In addition, Vicky is working on the first Art Angels Craft Book, which will also be released in 2008 if all goes to plan.

The Art Angels has gained a big fan in Catherine Barlow, events co-ordinator for Bolton Wanderers’ Junior Whites, who says: “The Art Angels has provided an extensive programme of activities at a number of Bolton Wanderers Junior Whites fun days. Children were involved in a variety of fun crafts, and we were amazed by the enthusiasm of both boys and girls.”

**-ends-**

### **Notes for Editors**

The Art Angels was launched by Vicky Connor in 2006 to entertain and educate children through the use of arts and craft techniques. The three main aspects of the business, which is based near Bolton, are children’s parties, an online craft club, and corporate activities. The business has recently expanded from the north-west, and Art Angels are now available to attend children’s parties in Berkshire, London, Essex, Hertfordshire, Buckinghamshire and Surrey.

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