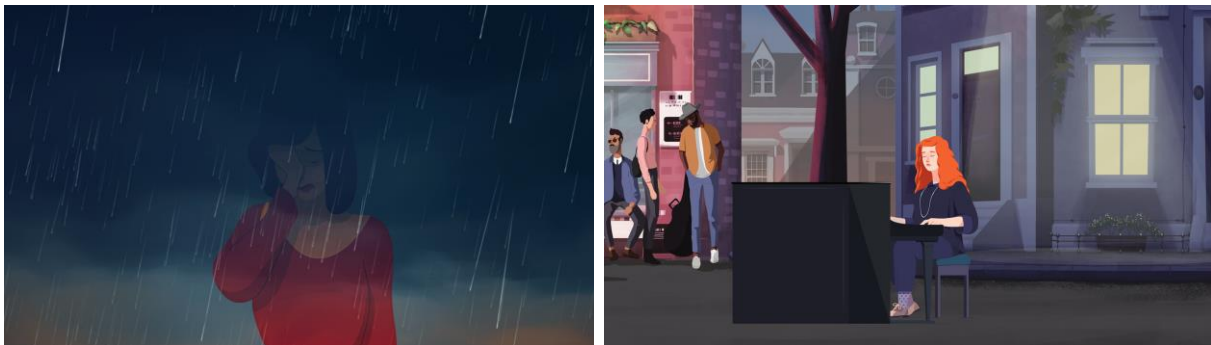




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FRANCES AND UNIVERSAL MUSIC UK TEAM UP WITH DOMESTIC VIOLENCE CHARITY REFUGE TO LAUNCH MUSIC VIDEO WITH A MESSAGE

Critically acclaimed singer-songwriter Frances' new music video shows women experiencing domestic violence they are not alone; Refuge can support them



- Two women are killed by their partner or ex-partner every week in England and Wales alone
- One in every two young women experience controlling behaviours from a partner – and over a third of young people would not know where to turn to for support¹
- Through a powerful music video, Refuge, singer-songwriter Frances and Universal Music UK launch major prevention initiative that lets young women know they're not alone

National Domestic violence charity Refuge has created a ground breaking music video to raise awareness of domestic violence and the support available to victims with the support of Globe, Universal Music UK's Creative & Commercial Partnerships division. World-famous Hollywood Animation Director Clay Kaytis (Frozen and The Angry Birds Movie) has worked as a Creative Consultant on the project.

The video will be released on 20 March to accompany Frances' single 'Grow', a moving ballad about supporting a friend. Named one of BBC Music's 'Sounds of 2016', nominated for the 'Critics Choice' Award at the BRITs and Glamour's Women of the Year 2017, multi-instrumentalist singer-songwriter, Frances is one of the country's most talented young musicians. Her much anticipated debut album, 'Things I've Never Said', features 'Grow' and will be released on Cookie Records/Universal Music UK on Friday 17 March.

¹ Define the Line' study by Refuge and Avon, published 6 March 2017 <http://www.refuge.org.uk/2017/03/06/more-than-half-of-young-people-experiencing-controlling-behaviour-in-relationships/>

The aim of the animated video is to ensure women who experience domestic violence realise they are not alone and that Refuge can support them. The film depicts a woman going about her daily life; except that due to the abuse she is experiencing, she becomes visibly more isolated and alone. One day, she meets a character representing Refuge, who recognises and understands what she is going through and supports her to escape the abuse and rebuild her life.

The female character is based on Melanie Clarke, a real-life Refuge client who benefited from the charity's expert support following more than decade of physical and psychological abuse at the hands of her ex-partner, whom she met when she was 14. On any given day, Refuge's specialist services support close to 5,000 women and children like Melanie and her family.

Frances said:

"I feel so honoured to be a part of this campaign for Refuge. I want nothing more than to give something back with my music, and I hope that this incredibly important video which features my song, Grow, will resonate with people all over the world, and especially to women who are experiencing domestic violence and needing help as we speak. Refuge is here for them - we want people to realise they are not alone."

Melanie Clarke commented:

"I was so pleased to take part in this video. I understand what it's like to feel as though nobody knows what you are going through. I was living with domestic violence behind closed doors for years – I kept it all to myself and told my family and friends I was fine. My ex-partner had deliberately isolated me; his controlling ways made me isolate myself from people.

"When I received support from Refuge, it was like somebody turning on a light. They supported me to realise I was not alone and that I could have a safe and happy future."

Sandra Horley CBE, chief executive of Refuge, added:

"Refuge is delighted to partner with the very talented Frances. Her beautiful and poignant song 'Grow' is a perfect fit for this incredibly powerful video.

"Domestic violence is the biggest issue facing women and children in our society: two women a week are killed at the hands of their partner in England and Wales alone. Yet often, it is a case of 'out of sight, out of mind'. Just like in the animation, women experiencing abuse can feel they have nowhere to turn. Isolation is a common tactic of control for abusers – it is one of the many ways perpetrators gradually erode a woman's identity, like water dripping on a stone.

"Music is a powerful and effective way to reach people, especially younger people, with important messages. Thanks to Frances' legions of fans, more young women will be made aware of the support Refuge can provide. It is shocking that one in two young women has experienced controlling behaviours from a partner – and this is likely to be the tip of the iceberg, with a third of young people saying they find it difficult to define the line between a caring action and a controlling one.² Clearly, more awareness is needed; Refuge is determined to use whatever creative means possible to reach

young women. I am grateful to Frances and BBH for helping Refuge to bring this appalling crime out of the shadows, and I hope the 'Grow' video is watched and shared far and wide."

² 'Define the Line' study by Refuge and Avon, published 6 March 2017 <http://www.refuge.org.uk/2017/03/06/more-than-half-of-young-people-experiencing-controlling-behaviour-in-relationships/>

Globe account manager Maxime Kryvian commented:

“Globe is proud to have had the opportunity to take part in such an inspiring and important campaign. Music has the power to connect with people on the deepest personal level and we hope that the emotion of Frances’ song ‘Grow’ and its animated video will inspire people to raise their voice against this issue, as well as encourage women who are experiencing domestic violence to seek the help of Refuge.”

The campaign has been created pro bono by creative agency BBH, with whom Refuge has worked for many years. The film was animated by South American animation collective Le Cube through the British production firm Not To Scale. World-famous Hollywood Animation Director Clay Kaytis (Frozen and The Angry Birds Movie) worked as a Creative Consultant on the project.

ENDS

Interview opportunity: Frances, Melanie Clarke and a spokesperson from Refuge are available for interview.

To arrange an interview or for more information, contact the Refuge press office on press@refuge.org.uk or call 0207 395 7731. For out of hours and weekend press enquiries, please call 07970 894240.

About Refuge

Refuge opened the world’s first refuge in Chiswick, West London, in 1971. Since then it has grown to become the country’s largest single provider of specialist support to women and children escaping domestic violence and other forms of gender based violence. On any given day Refuge supports almost 5,000 women and children.

Refuge’s national network of specialist services include: safe emergency accommodation through refuges in secret locations across the country; community-based outreach services; culturally specific services for women from South Asian, African and Caribbean, Eastern European and Vietnamese backgrounds; independent advocacy services for women at the highest risk of serious injury and homicide; a range of single point of access services for women, children and men across entire regions; and the Freephone 24 Hour National Domestic Violence Helpline, run in partnership with Women’s Aid.

Refuge also runs award-winning public awareness campaigns, advises Governments and was voted ‘Charity of the Year’ 2016 at The Charity Times Awards. For more information please visit www.refuge.org.uk or follow Refuge’s work on www.facebook.com/RefugeCharity and Twitter @RefugeCharity.