

## PRESS RELEASE - A BAG FOR NEW MILLS



CAPTION: Karl Sinfield with headteacher Sarah Butterworth & pupils of Newtown Primary School show off the design that is helping them raise funds for new play equipment

New Mills based graphic designer Karl Sinfield has created a “design-for-charity” showing the highlights and features the town as a heart-shaped map. All proceeds from the sale of bags and prints showing the design go to good causes in the area.

“It’s my love letter to New Mills, really. Since moving here with my family seven years ago, we’ve had such a warm welcome, and been so inspired by the hard work of local people in a range of community projects, I wanted to use my skills to try and make the town even better.”

Shortly after arriving in New Mills, Karl got a taste for community involvement when joining with the New Mills Community Orchard committee, and helping them with various design aspects of the new orchard, including branding and designing and making signage. This led to other local commissions, including logo designs for New Mills Allotments, New Mills Trader’s Association, New Mills in Bloom, and various small projects for local businesses. He has also exhibited his photography and artworks in the New Mills Art Trail, and had a solo exhibition in a pop-up shop in the main street.

“The town seems to be really buzzing at the moment, having had the best festival since I’ve been here, and there’s a really vibrant music and arts scene that it’s great to have just as a

resident, let alone to be personally involved. Knowing many of the people that give their time to make these things happen is a great incentive to do something yourself.”

The inspiration for the project came from a meeting with the PFA of the school Sinfield’s daughter attends, Newtown Primary, where fundraising ideas were discussed. The resulting bags were so popular that it was decided to make the products available around town, and for the funds not only to benefit the school, but for a range of local projects.

The first print run of the bags sold out in a few weeks, thanks to the support of several stockists, including High Street Books, Bryan the Butcher’s and the New Mills Heritage Centre. Donations have already been made to the New Mills Volunteer Centre, High Peak Community Arts, and the New Mills Festival totalling £400.

Rick Seccombe, a representative from one of the first to benefit from the charity donations, High Peak Community Arts commented: “We are very pleased to accept a donation of £100 from Karl. It will be used to fund an artist for an extra arts workshop in our yurt at a community event in New Mills next spring.”

### **About Karl Sinfield**

Karl has been involved in design for about twenty years, working mainly in the film and entertainment industry, producing film posters, DVD sleeves, advertising and websites for a wide range of clients. He moved from London to New Mills in 2005 with his family. Since that time he has also worked with many local groups to create or improve their branding and visual materials.

### **Contact:**

Karl Sinfield

Tel: 07956 671138

Email: [karl@sinfield.org](mailto:karl@sinfield.org)

### **Other information:**

Bags available from various stockists in New Mills. Also from [www.lovenewmills.co.uk](http://www.lovenewmills.co.uk), as well as other merchandise, including a limited edition letterpress print, and a clothing and merchandise line.