

Changing faces
the way you face
disfigurement



MEDIA RELEASE issued by *Changing Faces* and Five News

Presenter with disfigurement reads Five News: 64% of people would not switch over



James Partridge, CEO of *Changing Faces*, the UK's leading disfigurement charity, will be presenting the lunchtime bulletin on Five News at 12.45pm from 16th November for a week. A recent YouGov survey commissioned by Five News showed that:

- When given a list of the most common facial disfigurements a TV presenter could have, 64% said none of them would cause them to change channel.
- Almost half, 44% thought that it would be good to have people with facial disfigurements presenting TV shows.
- Only 21% of those questioned agreed they would feel uncomfortable seeing someone with a facial disfigurement presenting a TV show.

Winnie Coutinho, Head of Campaigns and Communications at *Changing Faces*, said: "We believe that television can play a big role in changing attitudes and breaking down prejudices. *Changing Faces* is keen to learn whether the public would really accept someone with a disfigurement in this role once they see James Partridge reading the news next week."

David Kermode, Five News Editor, added: "James makes a welcome addition to our presenting line up for the week that he is with us. We are all looking forward to working with him and, at the same time, creating some debate around an important issue in society."

-ENDS-

Editor's notes

- For further information on *Changing Faces*, please contact Rekha Patel, Press and Communications Officer, T: 020 7391 9276, E: rekhap@changingfaces.org.uk
- For further information on Five News, please contact Kay Breeze, Media Relations Manager for Factual and Features, T: 020 7550 5659. E: kay.breeze@five.tv
- YouGov Survey: 2052 people were surveyed between 30th October and 2nd November.
- *Changing Faces* is a UK Registered Charity, No. 1011222, launched in 1992 by James Partridge OBE, DSc (Hon), who sustained severe burn injuries following a car accident at the age of 18. The charity supports and represents people with disfigurements of the face or body from any cause.
- *Changing Faces* employs a team of specialists who offer counselling and a range of practical strategies to children, young people, their families and adults with disfigurements, to enable them to manage public reactions and succeed in every part of their life. It offers a consultancy and training service to health professionals, teachers and employers on best practice in teaching, recruiting or providing customer service for people with disfigurements. It also raises public awareness and campaigns for social change.
- Over 1 million people in the UK have a disfigurement to the face or body. Over 500,000 people have disfigurements to the face - 1 in every 111. Disfigurement can affect anyone, at any time or at any age. A disfigurement may be present at birth as a result of a birthmark or a craniofacial condition. Scarring, paralysis and other disfigurements can also be acquired following an accident, violence, an eye or skin condition, a surgical mistake, or cancer surgery.
- For more information, please visit <http://www.changingfaces.org.uk>