

**THE
JANUARY
CHALLENGE
2021**
64 Million *artists!*



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

THE CHAMPIONS PACK



You are a creativity champion!

The January challenge is 31 days of creative challenges for each day of the month. In 2020, 30,000 people took part and over 98% said that it had a positive impact on their wellbeing.

For 2021, we've enlisted the help of three inspiring creative people to help make The January Challenge bigger and better than ever.

Lemn Sissay, Yomi Adegoke and Jess Thom (AKA The Touretteshero) have each selected 31 of the brilliant creative challenges sent to us by people of all ages and background across the country.

Choose your own adventure and pick from Lemn, Yomi or Jess' selections!
Or, choose The Wildcard which is a mixture of all three adventures...



The Champions Pack

The general public can sign up to receive a challenge email for each day of the month. To help organisations get their staff and service users involved - we distribute packs of challenges ahead of time. This means that you have the inside scoop!

Whether you're in a school, a library, care home or hospital - use The January Challenge to keep the people around you connected, curious and creative.

All of the challenges are mini ideas designed to inspire quick bursts of creativity. Try something new and see what happens when you 'do, think and share!'

In this pack you will find:

- All of the challenges ahead of time. Play with them, choose your favourites and make them your own!
- All of the graphics and assets you'll need to get the people around you on board
- A facilitation and accessibility guide - how to make the most of The January Challenge in challenging times.

Meet the collaborators...

LEMN SISSAY

Lemn Sissay is a BAFTA nominated award winning writer, international poet, performer playwright, artist and broadcaster.

Find Lemn speaking on the importance of daily acts of creativity, and how to take creative risks [here](#).

You can read all about his memoir 'My Name is Why' [here](#), where Lemn reflects on his childhood, self-expression and Britishness. He explores the institutional care system, race, family and the meaning of home.



"'Creativity is not the monopoly of artists, it's in all of us, it always was...it is in the mothers who have to negotiate their child's wellbeing on a daily basis, it's in the taxi driver who looks at the stars in the night sky and believes them to be miraculous. It's in all of us!'"

Lemn Sissay

YOMI ADEGOKE

Yomi Adegoke is a multi-award winning journalist who is currently the woman's columnist at The Guardian and the i paper. She is also co-author of the bestselling book *Slay In Your Lane: The Black Girl Bible*.

Find Yomi's column on the joy of doing for doing's sake – and why maintaining hobbies that aren't monetised can be brilliant [here](#).

You can also read more on her two books *Slay in Your Lane: The Black Girl Bible*, and *Loud Black Girls* [here](#) and [here](#). Find her in Vogue, the iPaper and The Guardian writing on activism, mental health and the intersection of race, feminism and popular culture.

“Painting is one of the only things that I do for doing's sake. The closest I ever came to making money off of my art was decorating my classmates textbooks with Disney princesses for a small sum in year eight.”

Yomi Adegoke



JESS THOM (AKA TOURETTESHERO)

Writer, artist and part-time superhero, Jess Thom co-founded Touretteshero as a creative response to her experience of living with Tourettes Syndrome. Jess uses her tics as a source of imaginative creativity, or a 'Crazy Language Generating Machine' and you can find her speaking about turning her Tourettes into art [here](#)!

Check out her [blog](#), where she writes about life as a superhero, and the ways she uses creativity to explore her experiences. And, read about Jess' work with venues such as the Battersea Arts Centre to become a [Relaxed Venue](#), and radically embed access and inclusivity across all of activities.

'Changing the world one tic at a time!'

Jess Thom



The Challenges

Find and download the challenges by clicking on the names below! Choose your own adventure...

LEMN SISSAY

YOMI ADEGOKE

JESS THOM

THE WILDCARD



The Resources

Find and download the resources you'll need to get your staff, students or service users ready to get creative.

CHALLENGE GRAPHICS

NEWSLETTER COPY

*ACCESSIBILITY AND
FACILITATION GUIDE*

*SOCIAL MEDIA
ASSETS*

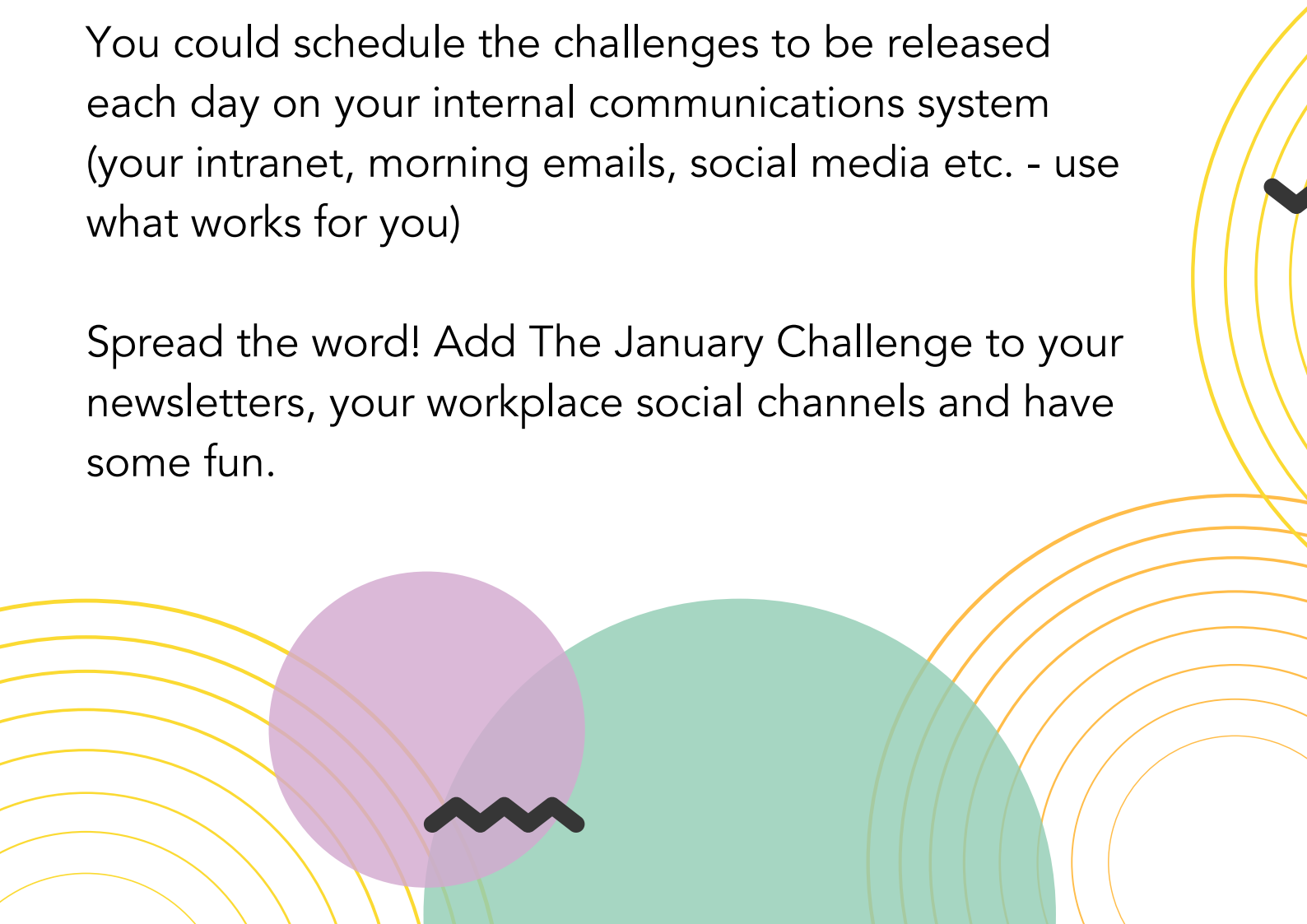
Go for it!

There are all sorts of things that you could do with The January Challenge - and the joy of getting creative at work is that you can make it as responsive to your workplace as you like. You have the agency and control over your Challenge experience!

Pick and choose challenges, use them in lessons, staff briefings, team meetings, reception areas - what could you do in your workplace?

You could schedule the challenges to be released each day on your internal communications system (your intranet, morning emails, social media etc. - use what works for you)

Spread the word! Add The January Challenge to your newsletters, your workplace social channels and have some fun.



Keep connected

Creativity is better shared!

Join in the conversation online with
#TheJanuaryChallenge

Say hello at:



@64millionartists



@64millionartists



jemima@64millionartists.com



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