

ROYAL CROWN DERBY ANNOUNCES THE WINNERS OF THE 'MAKE A MUG, MAKE A DIFFERENCE' CAMPAIGN IN SUPPORT OF NHS CHARITIES TOGETHER COVID-19 URGENT APPEAL

Royal Crown Derby's 'make a mug, make a difference' competition which gives children the exclusive opportunity to design a mug that celebrates the NHS generated over 600 entries. Entries came from across the UK from Cornwall to Oban from artists age 3 to 17. The winning mugs will now be made by Royal Crown Derby Artisans who aim to produce 26,299 mugs, representing and celebrating every day since the formation of the NHS on July 5 1948 to its 72nd anniversary in 2020.

The competition entries in each age category, under 12's and 12-18 were shortlisted by our in-house design team who were really impressed with the standard of the entries. And the final winner in each category was selected by the artist and children's author Liz Million.

The winner in the under 12 category was the talented Fatema Zahra Mithwani age 11. Fatema's school encouraged her to enter the competition and her bright optimistic design caught the eye straight away.

The winner in the 12 to 18 category was Shaaswatha Ramachandran age 14 whose digital design is lively, clever and well thought out.

Fatema Zahra says "For as long as I can remember, I have loved to draw and write. It is just that feeling you get when you bring things to life, with words, colours, shapes, and your very own unique touches! For my final design, I decided to include the motif of 2 smiling doctors linking arms, to represent unity, solidarity, community spirit, determination, resilience, service, teamwork and optimism. I'd like to thank my magnificent art teacher, Ruth and my Year 6 form teacher, Mrs Keigher, who encouraged us all to take part!"

Shaaswatha says "When I started the design, I had two themes in mind. Diversity and Heroes. I was inspired by the diversity of people in the NHS who come together like a family to help everyone. When I was thinking about heroes, I thought about how when we go to the doctor we are asked how we are, but we never ask the doctor if they are OK. I am honoured to have taken part in this competition which allows me to say thank you to the NHS."



Liz Million said "I was honoured when asked to take part in this wonderful competition. The amount of entries was just unbelievable and it was such a tricky job narrowing them down to two winners. Both designs were colourful, eye-catching and portrayed a strong message of hope with the battle against Covid 19. Shaaswatha and Fatema were very worthy winners as each creative design managed to capture the current celebratory spirit of the UK. The NHS is a magnificent institution and what better way to celebrate than with a lovely cuppa in a beautiful Royal Crown Derby mug!? I can't wait to purchase both mugs for my own brew."

Both mugs can be pre ordered and are priced at £30 with 100% of profits being donated directly to NHS Charities Together COVID-19 Urgent Appeal. Each purchase includes a free ticket to tour the Royal Crown Derby factory and museum. Those wishing to buy the mug as a gift have the option to add a personalised gift message to their delivery. When museums are once again open for business Royal Crown Derby Museum are planning a temporary exhibition on commemorative pieces where both winning designs will take centre stage. The Designs will also be on show at the V&A in London.

The winners will be invited to Derby to meet the design team and see how the mugs are made from start to finish at the factory, in the heart of England. The winners will also take a tour of the Palace of Westminster with Jo Gideon MP and will be presented with the first mug off the production line together with their framed artwork. The winners will also visit the V&A, the world's leading museum of art, design and performance, where their mugs will be exhibited the trip to London will include a stay in the luxurious Royal Lancaster Hotel.