



## **WREN supports IWM First World War Centenary Galleries**

IWM (Imperial War Museums) has been granted a donation of £500,000 from not-for-profit environmental body WREN to support the First World War Galleries Centenary campaign.

The new ground-breaking First World War Galleries at IWM London, which will open in July this year, are a key part of IWM's plans to mark the First World War Centenary. Drawing on IWM's First World War collections – the richest and most comprehensive in the world – the Galleries will feature objects large and small, from weapons and uniforms through to diaries, letters and souvenirs, which will sit alongside photographs, art and film. They will tell the story of the war, allowing visitors to discover how it started, why it continued, how it was won and its global impact, through lives of those who experienced it on the front line and the home front.

The First World War was a turning point in world history. It claimed the lives of over 16 million people across the globe and affected the lives of millions more. The First World War Centenary also marks the opening chapter of IWM's history, as it was originally established in 1917 to collect and record everybody's experiences of the Great War, which was still being fought.

Diane Lees, Director-General, IWM said: "We're delighted that WREN has given us this support. The First World War Centenary is a landmark anniversary for Britain and the world. Through our new galleries at IWM London and wider Centenary programme, IWM will reconnect people with the First World War and keep the history and personal recollections of the war alive for future generations."

WREN distributes grants worth between £2,000 and £75,000 to heritage, community and biodiversity projects across the UK on behalf of waste management company FCC Environment, and is able to provide the grants thanks to money paid into the Landfill Communities Fund by FCC Environment.

Chris Ellis, Operations Director at FCC Environment, commented: "We take great pride in being able to contribute towards the funding of this important exhibition through our participation in the Landfill Communities Fund. It is entirely in tune with FCC's commitment to providing valued social and community support through the services we provide.

"This year's commemoration of the 100th anniversary of the start of the 'war to end all wars' is a hugely important international event, and the ability of London's Imperial War Museum to interpret the implications of the First World War for its visitors is absolutely vital."

IWM is currently fundraising to meet the full £40 million project cost of the First World War Galleries, as well as improvements to the atrium and upgraded visitor facilities for 2014. Funds are being sought from a variety of sources including philanthropic donations, trusts and foundations and corporate partners. Members of the public can support the Galleries campaign by going to [iwm.org.uk/donate](http://iwm.org.uk/donate). The Imperial War Museum Foundation, chaired by Lord Rothermere and with the Duke of Cambridge as Patron is also raising funds for the Museum's ambitious plans. In addition to WREN's support, £37.5 million has been secured to date. To support IWM's Centenary campaign go to [iwm.org.uk/donate](http://iwm.org.uk/donate)

- Ends -

For further information contact the following:

- At IWM, Bryony Phillips on [bphillips@iwm.org.uk](mailto:bphillips@iwm.org.uk) / 020 7416 5316
- WREN - Jennifer Denby on [jennifer@tribepr.com](mailto:jennifer@tribepr.com) / 01603 417722

## Notes to editors

### IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches which attract over 2 million visitors each year are [IWM London](#), IWM's flagship branch that is transforming with new First World War Galleries and Atrium space opening in the summer of 2014 to mark the Centenary of the First World War; [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

### First World War Centenary

**2014 - 2018** marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War Galleries at IWM London in 2014. For more information visit [www.1914.org](http://www.1914.org).



### WREN

WREN is a not for profit business that awards grants to community, conservation and heritage projects across the UK from funds donated by FCC Environment as part of a voluntary environmental tax credit scheme called the Landfill Communities Fund. Since 1998, WREN has granted over £150m to more than 6,000 projects which benefit communities within 10 miles of a FCC Environment landfill site.

For more information please visit [www.wren.org.uk](http://www.wren.org.uk)

### FCC Environment

FCC Environment are a leading UK waste and resource management company and are part of a global group with a strong heritage in providing services for communities and business. Their vision is to be the environmental company of choice, delivering change for a sustainable future.

They employ 2,400 people and operate more than 200 facilities across England, Scotland and Wales.

FCC Environment donates the LCF tax credits that are generated by its operations to WREN, in order to add value to the environmental and social infrastructure of the communities around landfill sites.

[www.fccenvironment.co.uk](http://www.fccenvironment.co.uk)

### The Landfill Communities Fund

The Landfill Communities Fund (LCF) is a voluntary scheme which enables landfill operators to contribute some of the tax raised on the disposal of waste in landfill to Environmental Bodies (EBs) who can then fund community, heritage and environmental projects which comply with the Landfill Tax Regulations.

Since 1996 over £1.1 billion has been spent on more than 37,000 projects helping to improve the environment in which we live.