Dear Old Bedalian,

I hope you had an enjoyable Easter and managed to find time to get some well-deserved rest and relaxation.

For the most part, April has been a quiet month at Bedales with students having only returned from the Easter break earlier this week. The usual hustle and bustle has resumed and the glorious bursts of sunshine make it feel as though summer is not so far away.

This month’s bulletin features a few of our upcoming events and we would be delighted if you would join us for some of them. The ‘Badley Behaved’ dog show and fete is on 11 May and Hamper Ball and Parents’ Day are fast approaching as June is nearly upon us. For more details on each of the events please read below and do not hesitate to get in touch with me if you require further details.

Best wishes,

Alex

‘Badley Behaved’ Dog Show
Hamper Ball
Parents’ Day
Mary Harper – Everything You Have Told Me Is True
TAO - True Advertising Optimiser
Peter Grimsdale – High Performance

A reminder the ‘Badley Behaved’ Dog Show and Fête will take place at Bedales again this year on Saturday 11 May, 12.30-4.00pm. With delicious food on offer and fete activities to take part in, we hope as many of you as possible can join us for this family event on the Dunhurst pitches. All members of the Bedales community - with or without their furry friends - are welcome to come along. Please see the flyer here and for more information on timings please see our website here. The event is in aid of the John Badley Foundation, which provides life changing opportunities for students through full bursaries.
The annual Hamper Ball is taking place on Friday 28 June and kicks off with cocktails and student jazz overlooking the Mem Pitch followed by an auction and dancing to live music in a classic marquee. We provide the venue, tables and chairs and you bring your own food, drink, crockery and anything to decorate your table with. You can choose your dinner theme and prizes will be awarded to the most creatively decorated table. Tickets are £30 and all proceeds will go towards the bursary fund, the John Badley Foundation. Email Mary at mhancox@bedales.org.uk to book your ticket.

Parents’ Day is back on Saturday 29 June. The day includes exhibitions, a concert in the Lupton Hall, Dance & Drama performances, a former Parents’ Lunch, as well as afternoon tea followed by the Old Bedalian drinks reception at 17.30. If you would like to attend the Former Parents’ Lunch, 12.00-14.30, please email Mary at mhancox@bedales.org.uk. If you are attending the 10 (Class of 2009), 25 (Class of 1994) or 40 (Class of 1979) year reunion and have yet to RSVP to either the reunion volunteers or myself, please get in touch as soon as possible. You can also book your free ticket to the Parents’ Day Concert and the Parents’ Day Summer Production now. If you require any additional information please email Alex at abeckmann@bedales.org.uk.

Mary Harper’s (1976-83) book, *Everything You Have Told Me Is True* has been published this month. The novel depicts the complexities of Al Shabaab, one of the century’s most violent jihadist movements. Mary has worked as an Editor for the BBC World Service and been reporting from Somalia for 25 years. Hurst publishers describe the book as being ‘a story of tremendous loss, unbearable compromise, and unexpected profit’. For reviews and more information on the book, read more on Hurst’s website. For more information about Mary and her work click here.

Paul Raphael (1970-76) has been in touch and is keen to spread the word about a new advertising initiative. He has become an Official Partner of TAO, True Advertising Optimiser, which is a new algorithm transforming digital advertising. Italians, Ciro and Aris, developed the algorithm that works across Facebook, YouTube and Google and works with any content that wishes to reach the largest most focussed audience possible. TAO is now an official Google Partner Agency and no.1 digital music advertiser in Italy and they work with big names such as Universal, Sony and Warner’s. More information is available here. If you would like to learn more about TAO, Paul would be happy to discuss details with you: p.raphael@3vagency.com.

Novelist and TV Producer, Peter Grimsdale (1968-73) is delighted to share that his book *High Performance: When Britain Ruled the Roads*, is due to come out next month on 16 May. Published by Simon & Schuster, the book celebrates Britain’s automotive golden age and was inspired by a project Peter did on motor rallying back when he was in Bedales in Block 3. The book also has had input from fellow OBs Jason Hartcup (1968-73) and Simon Gunn (1971-72). Read more about the book on the poster here.