



Sting, a famous singer from Newcastle, feels the North East has been ignored by the government. He is proud of his roots and wants to help.



Sting is giving money to the Baltic Centre in Gateshead. This centre shows art and helps the community.



Sting loved music and art as a child. He went to libraries, theatres, and galleries. These places helped him dream big and become famous.



Sting says the North East needs more help. Many kids there are poor. He thinks art can inspire and help people see the world differently.



The Baltic Centre has free activities for all. Sting's gift helps keep it open. He thinks art is important for everyone.



Sting is on tour but will do a special show in Tyneside to celebrate the North East and raise money for the Baltic Centre.