



Media Release

April 16, 2007

**Enterprising youngsters try out business skills
Photo opportunity: Wednesday, April 18, and Thursday, April 19,
at Nissan Sports and Social Club
best times between: 10am and 12noon or 1pm and 2pm**

PRIMARY school pupils are getting some hands on practice with skills they will need in later life. The youngsters will be working with local business people on a range of activities aimed at highlighting their entrepreneurial skills.

Pupils will be learning about the importance of team work, good communication and idea generating when they take part in the ASK the Juniors event (the ASK stands for Attitude, Skills and Knowledge). A series of competitive activities will lead up to a final task which will see teams designing and marketing their own cover for a new CD.

Schools participating include: Houghton Kepier School, Burnside Primary School, East Rainton Primary School, Shiney Row Primary School, Gillas Lane Primary School, Bernard Gilpin Primary School, Newbottle Primary School and Dubmire Primary School, on either Wednesday, April 18, or Thursday, April 19.

Local organisations supporting the event are: Reynolds Outdoor Centre, Pendragon, Renolit UK, North East Chamber of Commerce, Houghton Library, Extended Play, Tyne and Wear Fire Safety Department, Frank Haslam Milan, Sunderland University, Modis, Northumbria Water, Faithful and Gould, Houghton Community Access Point, Sunderland Housing Group, Mister Twisters, Boots and IWK Consultancy.

This programme is designed and delivered by Sunderland-based Education Business Connections (EBC). Lynn McNally Programme Officer with EBC organised the event. She said: "ASK the Juniors provides great opportunity for young people to develop team work skills and a greater understanding of enterprise."

Education Business Connections was formed eight years ago to support closer working between schools and businesses in Sunderland. It's success means that now the team delivers innovative educational programmes to children across Tyne and Wear. Programmes are funded from a variety of sources, including from the European Social Fund and Tyne & Wear Education Business Links Organisation (TWEBLO), but EBC's ongoing development is supported by Futurebuilders (for more details go to

www.futurebuilders-england.org.uk). This programme is funded through the Sunderland Partnership's Neighbourhood Renewal Fund.

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