



Media Release

June 18, 2007

**Enterprising event for primary pupils
Photo opportunity: Nissan Sports and Social Club
10am to noon or 1pm to 2pm
Wednesday, June 20, and Thursday, June 21**

PRIMARY pupils will be planning their own entrepreneurial ventures after working with innovators from the region. Youngsters will take part in a range of activities and also receive a pep talk from Black & Decker's Innovation Manager Danny Bone. Mr Bone will be telling the students how to come up with new ideas and explain the way that his company has made important changes to keep ahead of the times.

Around 200 youngsters will get involved over two days of activities at the ASK the Juniors events. The ASK stands for Attitude, Skills and Knowledge, and pupils will need to work together to gain points for their teams.

After completing several activities to showcase their strengths in communication and team working ability each group will have to turn into an enterprise business. Each mini-company will need to design, produce and sell a product, using all the lessons they have learned about entrepreneurship earlier in the day.

Pupils will be from Year 6 of four schools – Hylton Castle Primary School, Castletown Primary School, Bexhill Primary School and Town End Farm Primary School.

The event is being organised by Sunderland-based Education Business Connections (EBC). Paul Barnfather, of EBC, said: "ASK the Juniors provides great opportunity for young people to develop team work skills and a greater understanding of enterprise."

Businesses supporting the events include Sunderland University, Reynolds Outdoor Centre, Modis, Geraldine's Gems, Extended Play, City Hospitals, Nexus, Sunderland Housing Group, Barclays, Boots, Durham University, Play Together, Volunteer Centre Sunderland and Sainsbury's Savacentre.

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 Sunderland Partnership's Neighbourhood Renewal Fund, European Social Fund, European Regional Development 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).

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