



Media Release

April 24, 2007

Pupils on time for successful start

Photo opportunity: April 26, 2007 at Quayside Exchange. Best time between 11am and 12noon.

TIMING will be all important at an event aimed at showing pupils just how vital being punctual to lessons is. Sports presenters from local teams will be on hand on the day to tell 200 students from Sandhill View School how important punctuality is to their careers.

The Year 8 pupils will be hearing from guest speakers from Sunderland AFC and the Newcastle Eagles. Although activities through the day will concentrate on how good timekeeping affects the school day students will also find out how important it is once they are in the workplace.

The event, organised by Sunderland-based Education Business Connections (EBC), will see students working on a variety of tasks during the day, which will enhance their teamwork, communication skills and timekeeping. Each team of students will work with a representative from a local business for each activity.

Business supporters include: Army, Easington Lane Action Point, Volunteer Centre Sunderland, T-Mobile, Asda Distribution Centre, Mister Twisters, Community Fire Safety Department, Reynolds Outdoor Centre and Morrisons.

Julie Kelly organised the event on behalf of EBC. She said: "We have worked together for the last four years with Sandhill View School to raise awareness of the importance of attending school.

"We have brought together business representatives from local companies from across the area to support this process and reinforce attendance both within school and within the world of work."

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).

FROM: Emma Kingswood, Programme Officer, Education Business Connections
Office: 0191 516 6411 Mobile: 07812 974961
Julie Kelly, Business & Finance Co-ordinator, Education Business Connections
Office: 0191 516 6411 Mobile: 07812 974963