



Media Release

March 21, 2007

Switching young minds on to new technology
Photo Opportunity: Tuesday, March 27 and Wednesday, March 28
Best times between 10am – 12 or 1pm – 2pm at Grundfos, Sunderland

CREATING a ringtone for your phone might not seem to be a useful learning experience – but it is just one of the activities schoolchildren will be trying out to find out about the different ways computers are used in the workplace. Pupils will be working with a variety of local businesses to learn more about how they use ICT (information communication technology) at work.

The Switch on to ICT event is being run with Year 8 pupils from Hetton School who will be working in teams for a day. Each team will have the chance to work with a range of organisations. The businesses involved are showcasing the way they use ICT with a specifically prepared activity about an aspect of technology in their work.

Youngsters will have the opportunity to create a ringtone using specialist editing software when they work with local musician Adam Cole who runs his own recording studio Extended Play. There will also be opportunities to use a wide range of other software as students take part in activities throughout the day.

The organisations supporting the event include: Bishop Auckland College, ETEC, Reynolds Outdoor Centre, Sunderland University, Extended Play, Coalfields Forum, E Champs, Northumbria University and Libraries & Information Action Zone.

The event is being delivered by Sunderland-based Education Business Connections. It is funded through the European Regional Development Fund's URBAN II programme. Emma Kingswood, Programme Officer with EBC, said: "This event will give pupils a great chance to try some hands on learning outside the classroom.

"ICT is an increasingly important part of the curriculum and this event helps show students how useful computer skills are after they leave school and go into the workplace."

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).

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