

Media Release

February 3rd 2008

Young people given a head start on health

Exercise and fitness have never been so tasty for young people – thanks to a recipe of activities being dished up by regional charity Education Business Connections Ltd.

Around 40 14-16 year olds from Carley Hill Education Unit will be given the opportunity to work with local and national businesses on activities, designed to encourage healthy living and lifestyles on Friday February 3. Businesses supporting the event include; St John Ambulance, Sunderland Teaching Primary Health Care Trust, NHS and the Raich Carter Centre.

Hands-on activities will see the students; learning how to administer emergency first aid; checking blood pressure; diet and the benefits of exercising. The students will rotate on a carousel basis every 30 minutes taking part in each of the business activities.

Not only will the students find out how they can live a healthy lifestyle, but the event will also make the young people aware of the careers and opportunities available to them within this sector when they leave school. This is particularly important in preparing the region's future workforce in the run up to the 2012 Olympics which are expected to increase the number of jobs in that sector, many of which are open to the current pupils who will be entering the workforce in the next few years just as 'Olympic fever' begins to flourish.

Val Barella, Business Development Officer commented: "This highly interactive event is designed to address growing concerns nationally from health and education experts about unhealthy lifestyles and will embed the importance of living a healthy lifestyle at a young age".

The event is based on the Learning about Livelihoods and Lifestyles through Leisure - one of more than 40 programmes run by EBC Ltd.

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.

For more information regarding this event and other programmes delivered by EBC visit www.ebcltd.org.uk or contact the office on 0191 5166411.

Programmes are funded from a variety of sources, including the European Social Fund, but EBC's ongoing development is supported by Futurebuilders (for more details go to www.futurebuilders-england.org.uk).

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