



## Media Release

**Embargoed until June 1, 2007 at 10am**

June 1, 2007

### **Young people challenged to Fly the Flag for the North East**

An exciting free competition offering a fantastic opportunity for school pupils to see their own flag design unfurled on the world's most famous liner, the QE2, is launched today as part of the region's plans to celebrate the great Cunard liner's first visit to the area.

The **Fly the Flag for the North East** competition is being launched in the run up to the queen of the seas' arrival at the Port of Tyne on Sunday September 16 for an historic overnight stay. Her visit is part of her 40<sup>th</sup> Anniversary Voyage around Britain which begins at Southampton and also takes in visits to Glasgow and Liverpool as well as cruising both the North Sea and Irish Sea.

Regional development agency One NorthEast wants to make sure the QE2's first visit to the Port of Tyne will be one to remember so the hunt is on for an unique regional flag which will fly from the Cunard liner as she approaches the Tyne and throughout her stay in the region. **The Fly the Flag for the North East** competition challenges school pupils to design a flag which captures the essence of the region.

Once the winning design is selected it will be turned into a full size flag which will be made by Northumberland-based Flags GB Ltd - one of the country's top flag makers. It will then fly from the QE2 throughout her stay in the region.

Winners of the **Fly the Flag for the North East** competition will also:

- Visit the Northumberland manufacturing centre of Flags GB Ltd to see their design turned into the finished flag ready for its unfurling as the QE2 sails into the region;
- A trip on board Cunard's QE2 to meet her Captain as she is berthed at the Port of Tyne on Monday September 17;
- A guided tour of the liner's public decks and refreshments onboard.

The **Fly the Flag for the North East** competition is open to all Year 7 to Year 9 pupils in schools across the region and the winning school will also receive a copy of the flag, signed by the QE2's Captain.

The competition is being run on behalf of One NorthEast by Education Business Connections (EBC), a Sunderland-based education business partnership which currently holds the North East Tourism Ambassador of the Year award for its work in raising awareness of the careers and opportunities in the growing tourism industry among young people across the region.

Chief Executive of Education Business Connections Barbara McClennan said: "This really is a once-in-a-life time opportunity for young people to be part of both the region's history, with the visit of the QE2 to the region, and also of its future in the designing of a flag that not only captures the essence of the region for the QE2's visit but signals to all other cruise companies what our region has to offer in terms of hospitality, friendship, first class attractions and facilities. We expect a high level of entries and with the creativity and flair that we know exists in the region's young people we know judging will be tough."

Competition details including rules, entry form and flag design guidelines are available from EBC by:

- Logging onto EBC's website - [www.ebcltd.org.uk](http://www.ebcltd.org.uk) - and downloading details from a special **Fly the Flag for the North East** page.
- Emailing: [exploring-tourism@hotmail.co.uk](mailto:exploring-tourism@hotmail.co.uk)
- Phoning: (0191) 516 6411.

The closing date for entries in the **Fly the Flag for the North East** is Monday June 25 (noon).

Flags GB Ltd is owned by brothers Geoff and Simon Walker who have around 20 years experience in the flag and banner industry – both on the planet and in space. For recent projects have included producing flags which were sent into space on the Space Shuttle.

Education Business Connections (EBC) is delighted to be working with Flags GB for this project. EBC 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](http://www.futurebuilders-england.org.uk)).

**EDITORIAL NOTE: for more details on Flags GB Ltd see the special briefing note attached to this Media Release).**

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