



****PRESS RELEASE****

Youth Radio Signs First Sponsors Anniversary Broadcast

Eastbourne Youth Radio is delighted to welcome the first twenty four sponsors that will be taking an active part in programmes when they are broadcast between 17th and 19th November.

Organised by Eastbourne Education Business Partnership and Sussex Downs College the project, celebrating its 10th anniversary, is firmly rooted in the Eastbourne annual calendar and is eagerly looked forward to by everyone involved. Support from sponsors plays a key part in the continued sustainability of the project.

Hundreds of students aged 5-20 from 21 schools and colleges together with Eastbourne Foyer and Radio DGH will deliver over 50 hours of continuous broadcasting on both 87.7FM and www.eyr.org.uk

"EYR gives our children the opportunity not only to find their voice but to broadcast it", said one Primary Teacher after EYR 2009.

Leading the sponsors, for the third year running, is the British Wireless for the Blind Fund with the Weather Shop continuing to sponsor hourly weather reports. Domino's Pizza will be providing essential ingredients to keep the night crew on-air on the 18th November!

Also joining in with programmes so far are, Enterprise Shopping Centre, Chamber of Commerce, Hotchkiss Ltd, Crime Disorder Reduction Partnership, Visick Cars, St. Wilfrid's Hospice, Eastbourne Borough Council, Semantics Glass Engraving Studio, Chase Veterinary Group, The Observatory Science Centre, Eastbourne & Hailsham Federation of Schools, Haywards Carpets & Rugs, Sussex Downs College, Price & Company, Arndale Centre, University of Brighton, United House, BIMM, DB Domestic, Stone Cross Nurseries, Jones The Bootmaker, Chartwells and Connexions 360.

Steven Goss-Turner, Chair of Eastbourne EBP, said, Eastbourne Youth Radio is a fine example of the collaboration between business and education. The businesses that sponsor a particular programme can greatly raise their profile in the locality, not only with the students but also with their families who tune in to listen. The sponsor has the opportunity to discuss how the business or organisation can be featured and referred to in the programme. These discussions, I have found myself as a sponsor, are both enjoyable and illuminating in getting to know just what excellent activities are going on in our schools today."

To find out more about how you, your community organisation or company can get involved or support EYR please contact Tim Sorensen on 07890 388624 or email tim@sorenlearningsolutions.co.uk for details.

****ENDS****



We were awarded the High Impact Badge of Honour for our event during
Global Entrepreneurship Week UK 2009

Notes:

- Eastbourne Education Business Partnership started life in 1985 and continues as an independent organisation providing work-related learning support to schools and colleges in Eastbourne and Hailsham supported by Eastbourne & District Chamber of Commerce and Eastbourne Borough Council. Activities include EYR, Engineering Club, In-Bloom, Young Chef and Youth Newspaper.
- Eastbourne Youth Radio was launched in November 2001 as part of the SRB 6 funded initiative to engage young people in community issues. EYR has created a national benchmark with similar projects delivered in Norwich, Carlisle, Warrington and Kendle. Using the medium of radio has created significant opportunities for thousands of students to create, produce and deliver their material to a wide local audience – and worldwide via the internet. Further information (from 2009) may be viewed on the website www.eyr.org.uk
- Each programme carries a sponsorship package (£175 up to £300) involving a combination of radio (87.7FM), newspaper (Eastbourne Herald) and web (www.eyr.org.uk) advertising plus the opportunity to be interviewed on-air.
- For further information please contact Tim Sorensen at Soren Learning Solutions Ltd on 07890 388624 or tim@sorenlearningsolutions.co.uk