



## **\*\*PRESS RELEASE\*\***

### **Apprenticeships to Air on Youth Radio**

Eastbourne Youth Radio is delighted to announce new lead sponsors for its 11<sup>th</sup> annual broadcast in November. Mears Groups and Eastbourne Homes will be sharing the airwaves to help promote apprenticeships in the area.

Following hard on the heels of the very successful '100 Apprenticeships in 100 Days' initiative, this sponsorship recognises the benefits of apprenticeships for both learner and employer. It will also compliment other sponsored contributions from Sussex Downs College and Hotchkiss. Gary Lester, Managing Director at Mears Group, said, "The recent initiative championed by Stephen Lloyd MP had been very successful with many local companies taking an apprentice for the first time. We will be continuing to promote and encourage more to do the same and help develop their own staff2.

Organised by Eastbourne Education Business Partnership and Sussex Downs College, EYR is firmly rooted in the Eastbourne annual calendar and is eagerly looked forward to by everyone involved. Hundreds of students aged 5-20 from 24 schools and colleges together with Eastbourne Foyer, Radio DGH and Dv8 Training will deliver over 50 hours of continuous broadcasting on both 87.7FM and [www.eyr.org.uk](http://www.eyr.org.uk)

"EYR is a great way for young people to contribute to the local community, deal with business partners and showcase their talents", said one teacher following EYR in 2010.

Sponsors play a key role in the success of the project and have the opportunity to be involved with the programmes as well as benefiting from advertising and helping this high profile community project. Some 33 sponsors have signed up to date with another 10 required to complete the schedule.

Recent sponsor signings include British Red Cross, Mayo Wynne Baxter, 3663, W. Bruford, East Sussex Fire and Rescue Service, Recruitment South East and Seymour Mullens. Domino's Pizza will once again be feeding the over-night crew on the 17<sup>th</sup> November!

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."

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](mailto:tim@sorenlearningsolutions.co.uk) for details.

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## Notes:

- Eastbourne Education Business Partnership Ltd started life in 1985 and continues as an independent organisation (now seeking charitable status) 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, Enterprise, In-Bloom and Young Chef.
- 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 2010) may be viewed on the website [www.eyr.org.uk](http://www.eyr.org.uk)
- Each programme carries a sponsorship package (£175 up to £400) involving a combination of radio (87.7FM), newspaper (Eastbourne Herald) and web ([www.eyr.org.uk](http://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](mailto:tim@sorenlearningsolutions.co.uk)