



****PRESS RELEASE****

Youth Radio Welcomes First Sponsors For 2009

Eastbourne Youth Radio are delighted to welcome the first seventeen sponsors that will be taking an active part in programmes when they are broadcast between 18th and 20th November.

Organised by Eastbourne Education Business Partnership and Sussex Downs College the project, now in its ninth year, is firmly part of the Eastbourne annual calendar and is eagerly looked forward to by everyone involved. EYR no longer receives central funding so sponsorship along with fees from participants are vital to the continued sustainability of the project.

Hundreds of students aged 5-19 from 20 schools and colleges across Eastbourne and Hailsham together with Eastbourne Foyer, Radio DGH and Dv8 Training will deliver over 50 hours of continuous broadcasting on 87.7FM and www.eyr.org.uk

"EYR is unquestionably one of the most exciting, challenging and rewarding media related experiences that both students and teachers can be involved in", said one Secondary Teacher after EYR 2008.

Leading the sponsors, for the second 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 19th November!

Also joining in with programmes again are, Hotchkiss Ltd, Crime Disorder Reduction Partnership, Enterprise Shopping Centre, Chamber of Commerce, Borough Council, Chase Veterinary Group, Eastbourne & Hailsham Federation of Schools, Haywards Carpets & Rugs, Sussex Downs College, Price & Company, East Sussex Enterprise Hub, Arndale Centre, University of Brighton and PJ Products Ltd.

Steven Goss-Turner, Chair of Eastbourne EBP, said, Eastbourne Youth Radio is such a fine example of the collaboration between business and education, and with its large audience, businesses that sponsor a particular school's broadcast can greatly raise their profile in the locality, not only with the students but also with the many parents and grandparents of students who tune in to listen to the shows. The sponsor has the opportunity to discuss the broadcast content and 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****

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 more recently, worldwide via the internet. Further information (from 2008) may be viewed on the website www.eyr.org.uk
- Each programme carries a sponsorship package 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. Sponsorship ranges from £175.00/hr up to £350.00/h
- For further information please contact Tim Sorensen at Soren Learning Solutions Ltd on 07890 388624 or tim@sorenlearningsolutions.co.uk