



****PRESS RELEASE****

Youth Radio Looks Ahead to 11th Annual Broadcast

Eastbourne Youth Radio is looking ahead to its 11th annual broadcast from the studios at Sussex Downs College between Wednesday 16th and Friday 18th November 2011.

The project recently received a second Global Entrepreneurship Week – High Impact Badge of Honour for 2010 that was a fantastic accolade for everyone involved during the 10th anniversary celebrations.

Hundreds of students aged 5-19 will again deliver over 50 hours of programmes on 87.7FM and www.eyr.org.uk. These will include local interviews, live drama and performance work, competitions and special features.

Dr Steven Goss-Turner, Chair of Eastbourne EBP, writes, "The partnership between education and the business community is often characterised by good intentions on both sides but a lack of tangible outcomes. EYR is a striking example of a project which provides the medium for achieving mutually beneficial outcomes. This is recognised by its 'Badge of Honour' award but more significantly by the enthusiasm and the learning generated by the collaboration of students, teachers and business leaders."

Key to this success has been the pro-active support of sponsors (44 last year) led by Weather Front Ltd who participate in individual programmes with students. EYR is keen to engage more partners in 2011 who will take an active role in the event. Prices have been held for the fifth year running with packages starting at just £175.00.

To find out how you can support EYR and get involved 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 (seeking charitable status) that provides 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, Enterprise and Young Chef.
- Eastbourne Youth Radio was launched in November 2001 as part an initiative to engage young people in community issues. EYR has become a national benchmark with similar projects in Norwich, Carlisle, Warrington and Kendle. Using the medium of radio has created significant opportunities for thousands

of students to create, produce and present material to a wide local audience – and more recently, worldwide via the internet. Further information (from 2010) 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 £400.00/hr.
- Global Entrepreneurship Week encourages innovation, imagination and creativity. It puts the spotlight on enterprise, opening up new possibilities for people across the UK and the world. Dates for 2011 are 14-20 November. See www.gew.org.uk for details.
- For further information please contact Tim Sorensen at Soren Learning Solutions Ltd on 07890 388624 or tim@sorenlearningsolutions.co.uk

