

PRESS RELEASE

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FOR IMMEDIATE RELEASE.

Carl Hopkins - 'Are You Ready?' Campaign Promotional Film

Voidcomp has recently produced two films to promote the 'Are You Ready?' campaign. This national campaign is calling for the creation of a culture of enterprise in education; to teach young people from the ages of four to nineteen enterprise skills, qualities and knowledge, through the curriculum.

The first film is of Carl Hopkins, a social entrepreneur and Secret Millionaire, and the founding patron of the 'Are You Ready?' programme. The second film is of Claire Young, a runner up on The Apprentice. In both films they talk about their experience in becoming successful business people, and how the 'Are You Ready?' programme could help inspire and empower young people for their future lives.

Voidcomp produced both films, and sponsored the first film of Carl Hopkins. Voidcomp believes that enterprise skills are necessary for all careers, especially creative careers. After working with the 'Are You Ready?' team and seeing the impact that their campaign had on young people Voidcomp decided to sponsor a film promoting their campaign. The other film was sponsored by Momentum Youth Development, a social enterprise focusing on the personal development of young people, through international networking opportunities.

The films can be seen on the 'Are You Ready?' website, at www.areyouready.org.uk

##ENDS##

NOTES TO EDITORS

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Voidcomp is an award winning, independent, creative moving image company based in Sheffield, UK. We operate throughout the entire U.K and internationally. Founded on a fresh, stylistic approach to video production, we embrace and unite disciplines such as writing, animation, audio and film to produce a more creative form of moving image.

Photos and screen grabs from the video can be made available.

CAUTION! DELIVERING LARGE IDEAS.

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