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Coca-Cola Enterprises Ltd

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MEDIA: Student celebrate enterprising victor

CIRCULATION: 15,000

Students celebrate enterprising victory

Students from Park View Academy in north London were celebrating last week after being named overall winners of the Coca-Cola Enterprises Real Business Challenge.

More than 15,000 students took part in the competition, which challenged youngsters to generate ideas for the design, marketing, distribution and production of a new soft drink.

In the final, which took place at the Tate Modern gallery in London last week (Wednesday, March 3), the five best schools had the opportunity to pitch their drinks to a range of Coca-Cola experts, and were tasked with developing a recycling campaign.

The judges, which included *SecEd* editor Pete Henshaw, felt that Park View Academy deserved first place for their dragon fruit and forest berries drink.

Mr Henshaw said: "The team had identified a range of ways to ensure the production of their drink would not damage the environment, and even had plans to open farms in developing countries to make sure everything was fairly traded. It was a very impressive presentation."



Showing enterprise: Students from Park View Academy at work on their project (above). The youngsters received their prize from Ed Balls, schools secretary (main picture)



The winners received their trophy from Ed Balls, the schools secretary.

He said: "Enterprise education helps young people to develop the employability skills that will make them an asset to future employers."

"Activities such as The Real

Business Challenge provide an invaluable opportunity for students up and down the country to gain the enterprise experience and the confidence that they need to succeed in the world of work."

The other finalists were from

Bishop of Llandaf Church-In-Wales High School, Cardiff; Clayton Hall Business and Language College, Staffordshire; Queen Margaret's School, Yorkshire; and Calderglen High School, East Kilbride.

The contest was run in conjunc-

tion with Regional Development Agencies, the Young Chamber, which aims to educate youngsters about business, and the exam board, Edexcel.

For more information, visit www.cokexce.co.uk