



Pupils get motivation from gold winner

By Russ Newton

THE first British woman to win medals in two different sports at the Olympic Games will share her inspiring story of achievement when she judges the finals of the Real Business Challenge at Doncaster Racecourse.

Students from Ridgewood School, Scawsby, and South Axholme Community School, Epworth are among enterprising young people from 12 schools across Yorkshire and the Humber who will receive motivational advice from British cycling and rowing champion Rebecca Romero who helped make history for Team GB in Beijing.

Working to a strict deadline, Year 10 students must come up with a viable and imaginative business proposition for the launch of a new soft drink and present their ideas for design, marketing, distribution and production to a panel of judges on Friday, November 21.

Said Rebecca: "The Real Business Challenge opens a door for young people eager to find their own path to an enterprising and exciting future.

"Enterprise is about making things happen, taking risks, being creative and determined to succeed, even when the going gets tough. This is as true in business as it is in sport. Our young people are tomorrow's winners and the Real Business Challenge gives them the kind of experience they need to succeed."

Funded by Yorkshire Forward and supported by the Young People's Enterprise Forum, the Real

Business Challenge is part of Enterprise Week, a government backed initiative which seeks to inspire and encourage young people to be entrepreneurial.

The winning team will be treated to a VIP trip to Sheffield Arena and a prize will also be awarded to an outstanding individual student.



Inspiring: Rebecca Romero celebrates winning gold in Beijing

'Enterprise is about making things happen, taking risks, being creative'

Rebecca Romero



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