



Adrenaline Brush™

PRESS RELEASE

LANGUAGES 'GO GLOBAL' FROM WALES

Event:	Languages 'Go Global' from Wales: Launch of a new board game
Where:	St. Joseph's Catholic and Anglican High School, Sontley Road, Wrexham LL13 7EN
When:	Thursday, 29th March 2012
Contact:	Ellie Jones, Routes into Languages Cymru, 029 2026 5410

YOUNG PEOPLE BECOME BUSINESS ENTREPRENEURS FOR THE DAY

Young entrepreneurs from secondary schools in Wrexham will take part in an exciting 'The Apprentice' style workshop. 70 young people will work in small groups to produce an international marketing plan for a new board game called, **Go Global**. They will design promotional posters, write short press releases, and consider a range of marketing platforms. Each group will present a sales pitch to a panel of judges. The winning ideas will be taken forward.

As the Welsh Government promotes triple literacy in schools across Wales, Routes into Languages Cymru in partnership with Adrenaline Brush have come up with an ingenious way of promoting language take up amongst young people. Aptly named, **Go Global**, this is an exciting new resource that will help young people learn about and better understand the reasons for learning modern foreign languages. Secondary schools across the country have already received their FREE copies of **Go Global** which was designed in consultation with young people from secondary schools in Wrexham.

Routes Cymru and Adrenaline Brush first came to meet when, by chance, they were placed next to each other at the Llangollen International Musical Eisteddfod. Immediately, both organisations saw that they could add value to each other's work. Routes Cymru travels the length and breadth of Wales promoting the benefits of learning modern languages. Adrenaline Brush sells their 'beautiful board games' across Europe and have experience of producing products in a wide range of languages and working with customers from different countries. They also make bespoke games for organisations across the sectors. Not surprisingly, the seed to create an educational board game for young people in Wales was planted.

The seed quickly developed into a working proposal and in autumn 2011 students from secondary schools in Wrexham came together and spent a day designing a game that will help promote the learning of modern foreign languages. They worked in small groups to create ideas for a new game, designed the art possibilities, wrote rules as well as think about the business aspects of the game. Each group presented their final ideas to the wider group.

Ellie Jones, Project Manager, Routes into Languages Cymru, said, *'the students worked very hard and approached the task in a professional way.'*

Nellie Maan, Director of Adrenaline Brush commented, *'We had a rich collection of ideas as the group of young people represented a cross section of subject areas, including technology, literature, science, maths as well as languages.'*

Within months **Go Global** was born and proved to be an immediate hit. Now young people will have the opportunity to play the game, and using business models will create ideas on how to market the game to other countries.

Jones, said, *'We are very excited by this day as young people will make business decisions on how to market the game internationally using their foreign language skills.'*

Maan commented, *'It is important that young people are given real business tools, and the time and space to explore different marketing options. After all, it is a game for young people and young people are the experts in knowing where and how to market it to other young people.'*

It is an invitation only event. It will be opened by the Mayor of Wrexham, Councillor Ian Roberts.

ENDS

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Notes for editors:

1. Languages 'Go Global' from Wales will take place on Thursday, 29th March 2012, 9.00am – 2.30pm.
2. This event is being organised by Routes into Languages Cymru and Adrenaline Brush Ltd.
3. The Routes into Languages programme was developed by three organisations working in partnership: the University Council of Modern Languages (UCML), the HE Academy Subject Centre for Languages, Linguistics and Area Studies (LLAS) and CILT, the National Centre for Languages. The Routes into Languages programme is coordinated by a team at the University of Southampton, directed by Professor Michael Kelly. <http://www.routesintolanguages.ac.uk/>
4. Routes into Languages Cymru is a £750,000 project funded by the Higher Education Funding Council for Wales (HEFCW).
5. Led by CILT Cymru in partnership with 11 universities across Wales, the specific aim of the Routes into Languages Cymru project is to increase the take up of languages from school to university. It encourages young people to have a positive attitude towards their language learning and promotes languages as an essential skill.
6. CILT Cymru is funded by the Welsh Government and is managed by WJEC.
7. Adrenaline Brush is a British board game company based in Chester that makes an exciting range strategy games suitable for children, families and groups of adults. The company also specialises in making bespoke games for businesses and organisations.