

July 4th 2005: Immediate Release:

Brighton inspired to Educ8 by Lenny Henry

Brighton and Hove's Education Authority is encouraging local schools to use a locally created website offering a wealth of educational information and activities relating to this week's G8 summit.

Lenny Henry was so impressed by the project he took time out of a busy schedule to pen this rap, ""I think Educ8-Celebr8 -Don8 is a Gr8 idea. I would H8 for people to come to it L8, so listen up. This 1 time, do something that all of Africa will apprecia8, get up, get in2 it, get involved, don't devi8, cos at this r8, we could get into a right st8! This is such a good idea, be a m8 and get off your butt and DO SOMETHING!"

The website – www.wowuk.net – is a Brighton based, not for profit creation. It has adopted a thematic approach: Wednesday is modeled around awareness through education; Thursday celebrates African culture; and Friday looks at ideas of fundraising.

The concept has already won over local teachers. "I think it's exciting and dynamic, bringing African culture to everyone," said Annie Noble, Head of Lower School at Whitehawk Primary School in Brighton. "Children need to know they can make a difference now and for future generations".

Harlem Eubank, nephew of former World Champion Chris Eubank, is following in his uncles footsteps, already British Karate Champion at just 11, he will offer to share his skills with children at Whitehawk Primary School in an effort to celebrate the achievements of black children in sport.

The site aims to use the power of education to encourage personal responsibility and a sense of wider community and includes a section for businesses. Mistral Internet company are supporting the scheme and have commissioned T-shirts for Tony Blair,

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Ruth Kelly, Bob Geldof, Midge Ure, Bono, Madonna, Lenny Henry and Peter Kay, urging the country to participate in a "Non-Uniform Day on Friday July 8th and wear something red, gold and green to fully embrace Africa. Local company, The Pension Regulators, are planning to support the project and adopt this colour scheme for a dress down day.

Local business Lot 73, owned and run by Ian McKenzie, will serve Ubuntu on Friday 8th July, a cocktail designed by Ben Reed, BBC's Shaker Maker and launched by Rachel Yankey, the England striker and star of Euro 2005.

The term Ubuntu means, humanness, and it promotes co-operation between individuals, cultures and nations. Melanie Rees, co-founder of WOW, the company behind Educ8, came across the term in a magazine while on holiday in Thailand. "The next day the Tsunami came. I was rescued by a very terrified but enormously courageous young Thai boy named Ood. I witnessed much co-operation between individuals, cultures and nations on Boxing Day 2004. It would be great to see the same co-operation for Africa," she says.

Melanie encourages pubs and bars to serve the cocktail which includes both an alcoholic and non-alcoholic version, on Friday 8th July in conjunction with the nationwide "Non Uniform Day".

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