

July 4th 2005: Immediate Release:

Blair and Geldof invited to dress down!

Tony Blair and Bob Geldof have been invited to lead the country in a nationwide non-uniform day on Friday 8th July in conjunction with the final day of the forthcoming G8 summit. Both have received a T-shirt which invites the nation to wear red, gold and green in order to truly capture the essence of Africa. Ruth Kelly, Lenny Henry, Peter Kaye, Bono, Midge Ure and Madonna are among others invited to support the day.

The dress down day is part of Educ8 – www.wowuk.net - a national initiative targeting schools, businesses and the wider community. Melanie Rees, coordinator of Educ8 says, "I believe many people are aware of the suffering in Africa and we must remain conscious of this however I believe it is equally important to embrace all that is great about Africa and African culture. It would be great to see the UK awash with red, gold and green on Friday 8th July to mark the end of the summit. Ribbons, wristbands, and bracelets would be a simple and inexpensive way to do this."

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!"

Ben Reed, BBC's Shaker Maker, one of the UK's top mixologists has designed a cocktail for the day which is launched by Rachel Yankey, England Striker and star of Euro 2005. Rachel toasted Africa with Melanie at the Africa Book Centre in Covent Garden, Rachel insisted on the non-alcoholic version as she is tee-total.

The cocktail is called Ubuntu, 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".

Educ8 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.

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