

Every Child A Chance

NEWS RELEASE

Wednesday 27 May 2009

KAPLAN EMPLOYEES TO CLIMB 2,600 MILES TO GIVE CHILDREN A £12,000 START IN LIFE

Kaplan Professional UK, the leading provider of training for professional qualifications and business programmes, is rising to the challenge of donating a minimum of £12,000 to the Every Child a Chance Trust. Twenty two teams of intrepid employees are each being sponsored to climb a standard marathon of 26.2 miles through Snowdonia national park in Wales. More than 100 employees will be clocking up an impressive 2,600 miles for charity.

Starting on 27 June at the base of Snowdon, teams of 4-6 employees will begin by scaling Wales' highest peak. Returning down the opposite side of the mountain, the route then continues over the Glyders and Carneddau, through the national park and finishes at Kaplan's residential centre, Caer Rhun, where the teams will celebrate into the night.

Money raised will help give primary school children additional one-to-one intensive teaching support so that they can improve their literacy and numeracy skills and in some extreme cases, write their name and age for the first time. Research conducted by the Every Child a Chance Trust has shown that just 40 hours of their tailored teaching can help increase a child's reading age by an average of 21 months over a 5 month period. Early results for numeracy show 14 months progress in number age with just 20 hours teaching over a three month period and a 23% improvement in confidence and attitudes to learning.

Approximately 35,000 children leave primary schools without mastering the fundamental skills in reading and writing and if not tackled early, will have life-long consequences for these young people, their families, the public purse and society as a whole.

Jean Gross, Director of Every Child a Chance Trust said, "Kaplan's fundraising effort will make a big difference to a child's educational, emotional, social and economic opportunities in life, particularly those living in poverty. It is estimated that every £1.00 spent on each child that we support will save the taxpayer £12.00 - £19.00 later on in the costs of truancy, behavioural problems, crime and unemployment. By working with teachers, children, their parents and carers, we provide a holistic approach to ensuring no child is left behind."

Kaplan hopes to raise a total of more than £40,000 for their Mountain Marathon with a mission to help people transform their lives through education. The total raised will be divided equally between three educational charities – Every Child a Chance Trust, CARE International UK and the Helena Kennedy Foundation.

To sponsor Kaplan's team please go to the team's Just Giving website:
<http://www.justgiving.com/kaplanprofessional>.

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Notes to editors:

Further information from Jeanette Grose, Director of Operations and Development,
Every Child a Chance Trust, tel 020 7749 5144.