

INVITATION ... PHOTOCALL ... INVITATION... PHOTOCALL...

'Top Tips To The Top' Role Model Seminar

What: *A meeting of minds - former 'Apprentice' winner, chief economist, leading Harley Street doctor, magazine editor-in-chief and music producer give their inspirational top tips for success to London schoolboys, in an effort to defy stereotype of underachievement*

Who: St Matthew Academy schoolboys, Urban Synergy and REACH role models

When: Thursday 12th February 2009

Time: 6pm - 8.30pm

Where: St Matthew Academy , St Joseph 's Vale, Blackheath, London , SE3 0XX

Background

A diverse group of year 10 schoolboys, intent on defying the negative stereotypes of under-achievement, has taken the enterprising step of inviting high profile role models from the black community to speak to them and 200 of their invited peers about achieving their dreams.

With the support of their Vice Principal and youth mentoring organisation Urban Synergy, the boys will learn to think big and hear the secrets of success from 25 high profile black professionals.

Among those speaking to the students are role models from the Government-backed **REACH National Role Models** programme run by Windsor Fellowship, and mentors from Urban Synergy. Speakers include:

- **Tim Campbell**, entrepreneur and former Sir Alan Sugar 'Apprentice' winner
- **Olu Ayoola**, commercial airline pilot
- **Trevor Williams**, Chief Economist, Lloyds TSB
- **Gary Green**, Barrister, Tooks Chambers
- **John Ferguson**, Photographer, Daily Mirror
- **Michelle Ogundehin**, editor-in-chief, Elle Decoration
- **Dr Charlie Easmon**, Harley Street medical practice owner
- **Darren Joseph aka 'Target'**, music producer of Roll Deep, BBC 1xtra DJ, Presenter and ex-St Matthew Academy pupil

Media Interview and Photo Opportunities:

- The 10 St Matthew Academy schoolboys
- Martin Nirsimloo, Vice Principal, St Matthew Academy
- Leila Thomas, Founder, Urban Synergy
- Speakers / role models from Urban Synergy & REACH
- Case study of the boys are also available from the Urban Synergy Press Office

RSVP:

Please confirm your attendance by contacting **Urban Synergy Press Office:**

Claudia McKenzie - 07961 323 313

Email: press@urbansynergyuk.com

For further information about **Urban Synergy** and its work with young people, visit the website at www.urbansynergyuk.com

Further information about the **Windsor Fellowship** can be found at www.windsor-fellowship.org