

For Immediate Release

29th May 2009

Star of UK underground Grime scene, Bashy, supports the vinspired award scheme to give young people the recognition they deserve for volunteering

www.vinspired.com/awards

On 29th June Grime artist and Brit School graduate Bashy announced as the ambassador of the vinspired award scheme for 16-25 year olds in England. **Bashy** is supporting the scheme, which gives young people the chance to develop skills and improve their CVs through volunteering in their communities. In addition, several high profile entrepreneurs and business people including **James Caan**, lastminute.com's founder **Martha Lane Fox**, Birmingham FC's **Karren Brady** and Vice President of A&R at EMI Music Publishing **Felix Howard**, have acknowledged the scheme as a valuable addition to any CV.

Bashy said: 'vinspired.com is just so innovative and positive. I wish the vinspired award scheme was about when I was still in school because I'd have been involved straight away.'

The vinspired award scheme is broken down into two stages: **v**fifty, gained from completing 50 hours volunteering and **v**impact achieved by doing a further 100 hours volunteering within the space of a 12 month period. What's more, it's all logged online, making it really simple & accessible to use.

v, the volunteering organisation behind the award scheme, has established the initiative to help young job seekers stand out from the crowd and get them noticed by employers. As well as providing local communities with support, **v** volunteers will gain invaluable life experience and enhance their CVs at the same time.

Bashy showed his support of the vinspired award scheme at an MC-ing event in conjunction with the **v** EastEnd Youth Action Team. This community youth project aims to promote unity and friendship, whilst denouncing gun and knife crime, by bringing the boroughs of Hackney and Tower Hamlets together through music.

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Young people who are engaged in the vinspired award scheme help their CV to stand out to prospective employers. **Martha Lane Fox** fully supports the scheme: *“I salute anybody who volunteers. Not only does it give you valuable experience but it makes you eminently more employable. And who knows you might even have some fun too!”*

Karren Brady added: *“I think that anybody who volunteers is taking a decisive step in the right direction and taking their career ambitions into their own hands. Not only does volunteering for the vinspired award scheme give you valuable experience, but it makes you eminently more employable. And who knows you might even have some fun too! I would seriously consider a candidate for interview if they had committed to such a unique scheme”*

v’s Chief Executive **Terry Ryall** said ‘ *The vinspired award scheme is a great initiative that gives young people the recognition they deserve for volunteering. We’re really proud that Bashy has chosen to support the scheme and that such prominent business people, including Martha Lane Fox and James Caan, have recognised it as a valuable addition to any cv.*’

To show their support for the vinspired award scheme, **The Blackout Crew** has added some bounce and beats and their infamous Donk to a song made by volunteers called ‘We Are The V’s’. The Blackout Crew wanted to show their support to the volunteers who run their music studios where the Donks get made. Have a look at the Donking genius here <http://www.youtube.com/watch?v=NdhrvffXrbc>

To find out more or get involved visit www.vinspired.com/awards

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For more information and images please contact Jonno Hooley or David Slade on 020 7100 7100 or jonno.hooley@shinecom.com or david.slade@shinecom.com

Notes to Editors: about v

v aims to inspire a new generation of volunteers (aged 16-25) in England. We do this by funding voluntary organisations all over England to create inspiring, diverse opportunities and by helping to overcome barriers that stop people from taking action to improve lives, communities and the planet. Our aim is to create a culture where volunteering comes naturally – and where the benefits of volunteering are understood and celebrated.

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To do this we have two major streams of activity: as a volunteering founder; and as a central point of contact for all 16-25s.

Working in partnership with over 500 voluntary, community and public sector organisations more than 311,000 young people aged 16-25 years have taken part in volunteering funded by v. And that figure is set to grow to more than a million with 875,000 opportunities already commissioned by v.

- In addition, we have attracted over £35m from the private sector
- www.vinspired.com is our consumer facing brand and a place where people can search for local volunteering opportunities and share experiences using online tools including blogging and video. The site is constantly evolving and strives to challenge the traditional perceptions of volunteering through its look, feel, language and usability
- v has also provided a national framework to deliver a local service, by introducing 107 involved teams (one in each local authority area across England) to act as central hubs within the community for potential volunteers, businesses, charities and other local networks.

v is a volunteering organisation launched in May 2006 as a result of the Russell Commission report, A National Framework for Youth Action and Engagement.