



Press Release

Monday 8th February 2010

I HAVE A CHOICE

- *Ndubz and Alexandra Burke support brand new youth project* -

Global Radio's **Choice FM**, is launching an inspirational new youth project called **I Have a Choice** in partnership with **v**, **The National Young Volunteers Service** and **Catch22**, along with support from artists including **Ndubz** and **Alexandra Burke**.

I Have a Choice has been created to inspire, inform and involve thousands of young people across the UK to bring positive change to their communities by engaging them in youth initiatives, with particular focus on youth safety.

Over 2000 young people aged 16 – 25 will have the opportunity to take part in a diverse range of high quality, voluntary opportunities, including basketball, community radio and events. **I Have a Choice** will be active in London, Birmingham, Manchester, the South coast, Yorkshire and the North East. The projects will be supported by charity partners **v** and **Catch22** and have been designed to build a sustainable legacy of youth-led action within each community.

I Have a Choice will take Choice FM's long-standing community action work to a new level and is the next step in the development of the work *Peace on the Streets* has been delivering successfully for the past 6 years.

Dappy from Ndubz said: "Youngsters can come from negative backgrounds and some people may go down the wrong road and end up downhill and are not able to get back up again. But this community project will open up doors. As long as you give something to your community, your community will give back to you."

Alexandra Burke said: "Thank you for letting me launch this with you, it's a great honour...it's a great way for people to give back, it's always wise for people between the ages of 16 and 24, that's when you're making vital decisions for your life... You do have a choice to make the right decisions, so, it's what path you choose determines what you do for the rest of your life."

Terry Ryall CEO of v, The National Young Volunteers Service said,

"We know from our own research at **v**, that young people really do care about giving something back to their community. Consequently, we're delighted to be involved in **I Have a Choice**,



inspiring a new generation of young volunteers

providing high quality, volunteering opportunities for young people that really makes a difference.”

Stephen Miron, Global Radio CEO, said : “We are absolutely delighted to be launching ‘I have a Choice’, a social action campaign that we’ve partnered with Vinspired & Catch 22 to deliver. Global Radio sincerely believes in helping young people from disadvantaged communities volunteer to gain skills and confidence & in some cases enhancing their ability to escape the NEET trap. We’re passionate about this campaign & our stations will be giving their full support to the project.

Our partners Vinspired & Catch 22 bring with them a wealth of experience and skills to ensure that this project is a huge success & we are delighted to be working with them.

Joyce Moseley, Catch22 Chief Executive, said: “Young people should not be hindered by their backgrounds, they have a choice in where their lives will lead and we intend to empower them to make it. With our partners’ **v** and **Global**, the **I Have a Choice** program aims to inspire young people and give them the tools to determine their future.”

For more information on I Have a Choice and to get involved, visit
<http://vinspired.com/i-have-a-choice>

- ENDS -

Notes for editors:

I Have a Choice - aims

- To engage over 2000 young people aged 16 – 25.
 - Inspire young volunteers to inform and influence positive change in their communities.
 - Provide access to a diverse range of high quality opportunities in basketball, community radio and events.
 - Support and shape their experiences around the issues which are important to them.
 - Celebrate their achievements and work with them to build a sustainable legacy of youth-led action within communities.
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- **V** The National Young Volunteers Service aims to inspire a new generation of volunteers (aged 16-25) across England. It does this by creating a diverse range of volunteering opportunities to help young people take action to improve lives, communities and the planet. Please visit www.vinspired.com.
 - **Catch22** works with 37,000 young people in more than 150 places in England, Wales and Northern Ireland. It helps young people find ways out of tough situations by building strong relationships with them and tackling the problems they face through specialist projects.

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 **inspiring a new generation of young volunteers**

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