

The Pearson logo consists of the word "PEARSON" in white, uppercase, sans-serif font, centered within a dark blue rectangular background.

Press Release

For Immediate Release – 05.07.2012

## **SHINE A LIGHT AWARDS ARE BACK FOR 2012 WITH NEW CATEGORIES – COULD YOU BE A WINNER?**

The Communication Trust and Pearson Assessment have today (5<sup>th</sup> July) launched the 2012 **Shine a Light awards** and are looking for teams, settings and individuals across the UK that exemplify best practice and excellence around supporting children and young people's communication.

The **Shine a Light** awards are becoming a flagship event in the speech and language calendar, thanks to the huge success of last year's awards run as part of the *Hello* campaign (national year of communication). Over 300 applications were received with 12 winners and 23 highly commended finalists, picking up coveted awards at a glittering ceremony.

This year, The Communication Trust and Pearson Assessment have refreshed the award categories to give a broader range of organisations and individuals the chance to showcase the work they are doing. Brand new for 2012 are the 'Innovation Award', 'Youth Justice Award', 'Communication Champion award'. Pearson will also give their own 'Outstanding Achievement award' for the best overall application.

Wendy Lee, Professional Director for The Communication Trust, says: "The Shine a Light awards are a unique way to recognise the fantastic work being done by teachers, therapists and scores of professionals to support children and young people's communication.

"Last year's awards raised the profile of more than 35 leading organisations for early years, schools, speech and language therapy teams and commissioners alongside a number of inspiring individuals and young people with communication difficulties. They were a motivational force, resulting in tangible differences for the winners and highly commended finalists and these great examples of good practice were shared with practitioners across the UK."

Chris Hall, Managing Director for Pearson Assessment, says: "The Shine a Light awards were the highlight of the *Hello* campaign last year, which Pearson Assessment was proud to support. We were blown away by the inspiring work and quality of entries received. Exciting new categories for this year such as the 'Innovation Award' for settings that are using new ways to support children and raise awareness of their work, will add to the popular categories from last year."

“We are pleased to see that ‘Communication Friendly’ settings, ‘Team of the Year’ and ‘Commissioning’ awards are back. In 2012, we want to give recognition and thanks to more teams and individuals. It may be your time to shine whether you are part of a large area-wide initiative, small grassroots project or individual champion.”

Information and application forms are available on the Shine a Light Awards 2012 microsite [www.shinealightawards.co.uk](http://www.shinealightawards.co.uk)

The deadline for applications is September 21st and the winners will be celebrated at the Shine a Light 2012 awards ceremony at Pearson Assessment’s Head Office in London on 21st November.

You can read the 2011 winners stories at <http://www.thecommunicationtrust.org.uk/about-the-trust/what-is-the-hello-campaign/highlighted-activities/shine-a-light.aspx>

-Ends-

For more information contact Press and PR Officer Lynne Milford on 0207 843 2564 or email [lmilford@thecommunicationtrust.org.uk](mailto:lmilford@thecommunicationtrust.org.uk)

## Notes to editors

### About The Communication Trust

- The Communication Trust is a coalition of nearly 50 leading voluntary sector organisations, which raises awareness, influences policy, promotes best practice among the children’s workforce and commissions work from its members.
- It has an extensive advisory group, which includes the Royal College of Speech and Language Therapists, Association of Educational Psychologists and the General Teaching Council.
- The Trust ran *Hello* the national year of communication – in conjunction with Jean Gross, the Government’s Communication Champion for Children to make children’s communication a priority in homes and schools across the UK.
- For more information about the Trust visit [www.thecommunicationtrust.org.uk](http://www.thecommunicationtrust.org.uk)

### About Pearson Assessment

- Pearson Assessment is the world’s largest commercial developer and distributor of educational assessments and psychological testing materials with a 90 year history of commitment to researching and developing products to a reliable high standard.
  - Pearson Assessment is dedicated to the pursuit of professional excellence, leadership, and growth through acquisition, development, publication, and the maintenance of quality assessment tools in order to anticipate and meet the needs of its customers.
  - Pearson Assessment sponsored the 2011 *Hello* campaign for the national year of communication.
- [www.psychcorp.co.uk](http://www.psychcorp.co.uk)