

Pearson Assessment takes part in the Record Breaking Event of *Head, Shoulders, Knees and Toes*

Pearson Assessment rediscovered the joy of singing nursery songs at Tuesday's Chatterbox Challenge, when over 54 members of staff came together to take part in I CAN's Guinness World Record™ attempt for largest game of *Head, Shoulders, Knees and Toes*.

At 11am on the 1st March staff who gathered in the restaurant, donned their I CAN stickers, completed their warm-up and sang and danced their way towards helping make this, the 10th Chatterbox Challenge bigger and louder than ever. A significant event considering *Hello* is the 2011 government-backed initiative that celebrates the national year of communication.

Excitingly early reports have suggested that over 16,000 children and adults have taken part. You can view our record breaking attempt at:

<http://www.youtube.com/user/PsychCorpUK?feature=mhum>

Celebrating the 10th Anniversary

I CAN Chief Executive, Virginia Beardshaw, says: *"This is a very special year for the Chatterbox Challenge as it is the 10th Anniversary. Chatterbox Challenge is a great way for people to get involved in Hello, the 2011 national year of communication, and to help raise money for those children who struggle to communicate. These activities have been designed by speech and language therapists and teachers to develop children's speaking and language skills in a fun way."*



Sponsors of Hello

The Chatterbox Challenge is a milestone event of *Hello*, the 2011 national year of communication, which is sponsored by Pearson Assessment, BT Group and backed by 40 voluntary organisations. All of whom have come together to make a big difference for children who struggle to communicate.



As sponsors of *Hello* and publishers of a wide range of assessments and interventions for speech, language and communication needs, Pearson Assessment is proud to have taken part in the Chatterbox Challenge. Not only did the event bring people together from all across the company, but it drew attention to the subject of communication and raised awareness of *Hello*. Pearson Assessment adopted the word 'assess' from I CAN earlier last year as part of their ongoing support for the project.

Further information on *Hello* visit www.psychcorp.co.uk/hello or www.hello.org.uk

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Contacts: For further information please contact, in the first instance: Simone Gilson, Health and Education Marketing Specialist at simone.gilson@pearson.com or 0207 010 2880.

Notes:

- 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.
- Chatterbox Challenge is supported by Openreach, a BT Group Business and aims to bring together children aged 0-5 across the UK to learn, have fun and raise money for children who struggle to communicate.

www.psychcorp.co.uk <http://twitter.com/PsychCorpUK>