

Pearson's Three Peak Challengers 'reach the top' to raise money for *Hello*, the national year of communication

Wind, rain and mist failed to conquer the spirits of the Pearson Assessment team who took to the mountains to raise money for the *Hello*, national year of communication campaign.

Last month, 9 hardy members of Pearson Assessment: Chris Hall, Shelley Hughes, Alison Quainton, Richard Nash, Stuart Bennett, Alison Winter, Kate Allsopp, Emma Lycett and Lyndon Page took on The Three Peaks Challenge, a charity event involving climbing the three highest mountains in Scotland, England and Wales.



Chris Hall MD of Pearson Assessment describes the extent of their challenge: "The weather conditions for most of it were awful and several hours were spent getting up Scafell Pike in the wet, wind and mist. Everyone - Alison Q, Alison W, Emma, Stuart, Richard, Lyndon, Chris, Kate and Shelley made it to the top of ben Nevis and then after a 7 hours drive and no sleep to the top of Scafell Pike - after setting out at 2am!

It was left to myself, Alison W, Kate and Shelley to tackle Snowdon. On paper the easiest but not with 70mph gusts near the top. Alison got half way before the legs gave way which left myself, Kate and Shelley to brave the winds and make it to the summit. We were over time but in the conditions it was a great achievement. It

was a great challenge. Everyone pushed themselves to the limits physically and mentally and deserve congratulations for what they achieved.

We are now working on future forms of torment and look forward to meeting many of you again at 4.30am on top of a mountain! Congratulations to everyone that took part!"

The team have to date raised over £602.00 which we are hoping will be in part matched by Pearson's Charity Scheme generating over £702. The money will be donated to The Communication Trust who are running this year's *Hello*, national year of communication campaign, which aims to increase understanding of how important it is for children and young people to develop good communication skills. *Hello* aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full.

The team would like to say a huge thank you to everyone for their encouraging words and sponsorship!



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For further information: Contact, in the first instance: Simone Gilson, Health and Education Marketing Specialist on 0207 010 2880 or email simone.gilson@pearson.com.

Notes for editors:

- Pearson Assessment is the world's largest commercial developer and distributor of educational assessments and psychological testing materials with an 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 are sponsors of the 2011 *Hello* campaign for the national year of communication. www.psychcorp.co.uk



About the Hello campaign

- *Hello* is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills.
- The campaign is run by The Communication Trust, a coalition of 40 leading voluntary sector organisations; in partnership with Jean Gross, the Government's Communication Champion. Together we aim to make 2011 the year when children's communication skills become a priority in schools and homes across the country.
- The campaign is backed by the Department for Education and supported by BT and Pearson Assessment.
- Please visit www.hello.org.uk to sign up for further information on how you can help improve the communication skills of children and young people – so that they can live their life to the full.
- The national year was originally proposed by John Bercow MP – now Speaker of the House of Commons - in his July 2008 Review of Services for Children and Young People (0-19) with Speech, Language and Communication Needs (SLCN).