

Pearson Assessment Takes on the Three Peaks Challenge for Charity

A team of nine brave Pearson Assessment members are looking to take on the popular UK charity event - The Three Peaks Challenge this September.

Led by Managing Director Chris Hall, the team of nine including, Shelley Hughes, Alison Quainton, Richard Nash, Stuart Bennett, Alison Winter, Kate Allsopp, Emma Lycett and Lyndon Page - will take on the challenge of walking the highest mountains in Scotland, England and Wales within 24 hours. Starting on the 9th September the team will first tackle Ben Nevis before driving on to the notoriously challenging Scafell Pike, and finally mustering the strength to climb Snowdon.

The team are undertaking the challenge to raise money for the *Hello*, national year of communication campaign, a campaign run by The Communication Trust with the aim of increasing understanding of how important it is for children and young people to develop good communication skills. Pearson Assessment are key sponsors of this year's campaign, along side BT.



Chris Hall says:

“We are really looking forward to challenge of The Three Peaks, everyone has been training hard over the last few months and we hope to raise plenty of money to support the fantastic work that has been carried out by The Communication Trust for the Hello campaign. Raising the awareness of Speech, Language and Communication needs has been at the centre of our activities this year, as the issue affects all areas of life - social, academic and economic. Completing the challenge will be a huge personal and professional achievement for us all.”

Mark Beagan, Partnerships Manager at The Communication Trust, commented “Our friends at Pearson Assessment continue to move mountains for the *Hello* campaign (or in this case walk them) all in the name of a good cause.”

If you would like to sponsor the Pearson Assessment Team please visit:
<https://mydonate.bt.com/fundraisers/pearsonassessment>

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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).