**PRESS RELEASE from STUDY GAP**

STUDY GAP is an independent charity. It has started to make young people aware

of volunteering opportunities, both in the UK and abroad, and to encourage young

people to have volunteering placements while on a gap year.

The benefits of taking a volunteering gap year are significant. Recruitment and

Human Resource specialists believe it can make a big difference to an applicant’s

prospects of getting a job.

Students who take a gap year are seen to be more independent, have better team

working and problem-solving skills and appear to have a broader experience than

their peers.

STUDY GAP wants to make volunteering during students’ gap years attractive to

under-represented groups (for example students outside of the South East of the UK,

male students and students with English as an additional language).

STUDY GAP want young people and their parents/carers to be aware of the

opportunities available for volunteering in the UK and abroad.

STUDY GAP are an independent charity and need donations from tourism industry

partners and other volunteering charities to support our activity.

STUDY GAP are commissioning a set of products for a media campaign to promote

awareness of volunteering opportunities for young people.

STUDY GAP needs a TV advert (30 seconds long) aimed at young people. The advert

should make young people aware of the benefits of volunteering while on a gap year.

We want the advert to be released when schools and colleges start the next

academic year so you will need to consider the timescales and logistics involved.

You need to know that we have sent this request to a number of media producers so

you will have to persuade us that your idea is worth taking into production.

We look forward to working with you.