

Issued by Palaver Maven
e laura@palavermaven.co.uk
p 07729 263 818



For immediate release

27 May 2014

Empower global communities with crowdfunding

Digital education publisher seeks to change the face of learning, one disadvantaged child at a time.

For most people digital skills are an essential part of everyday life and digital channels are the most influential and important methods of communication at home and at work. The importance of digital literacy is only going to increase further, and given recent curriculum changes, it is now as important for children and their future careers as the 'three Rs'.

However, there are certain vulnerable and disadvantaged groups of people within the UK and internationally, such as the elderly, unemployed and those with learning difficulties, who haven't had the opportunity to access these skills.

Already established as a digital [publisher of educational materials](#) to assist and develop learning internationally, You-and-Me.co.uk have developed a model for empowering local communities around the world with digital education. Teachers, leaders and entrepreneurs across the globe are encouraged to submit an application for a digital product they feel will benefit the children in their communities. Members of the site will then select a leading entry to back.

Once selected, [You-and-Me.co.uk](#) will train local talent within the applicant's community for their winning idea. The multiple benefits of having digital skills, even at a basic level, will change lives. Enhancing emotional and physical wellbeing, as well as giving people employment opportunities will benefit individuals. This would also have a positive impact on the community's future economic growth with the possibility of generating a sustainable income.

For many areas, what this will give the children is access to literacy, numeracy and critical thinking skills, they may not otherwise be taught. Communities will benefit by learning and implementing a whole new set of skills and getting guidance in maintaining their future. Additionally, their product will be created and distributed, generating a revenue for the community. Eric Barnes, CEO of You-andMe.co.uk said, "This means children and their families can learn effectively by using exciting, interactive, local current information they have produced and share with the global learning community."

Issued by Palaver Maven
e laura@palavermaven.co.uk
p 07729 263 818



Dedicated to producing software, course-ware, interactive books and articles that really matter, You-and-Me embrace the digital age and the benefits of this interactive learning style. The way children learn is changing. You-and-Me.co.uk supply online engaging digital literacy programs, which can be monitored by teachers. Encouraging communities to devise their own projects will call for exchange of ideas, reinforcing the unity of people.

Eric said, "We can all make a difference! This is one of the wonderful and inspirational aspects of our vision. The whole approach brings both jobs and a revenue share to the applicants' community as well as enabling them to produce their own digital content in the future."

You-and-Me have a [crowdfunding page](#) currently seeking sponsors and donations to aid in funding their innovative project. They are looking forward to releasing all new learning materials for the 2014-15 school-year, benefiting students and teachers as well as parents.

Contact

Issued by Palaver Maven. Please direct press enquiries to Laura Barnes. email: laura@palavermaven.co.uk or Tel: 07729263818

