



**7<sup>th</sup> May 2013**

### **Madeleine Set for Adventure of a Lifetime with Help of Business Impact**

National training and apprenticeship specialist Business Impact is supporting the efforts of Madeleine Barrett as she takes part in a life-changing trip to Ecuador and the Galapagos Islands in 2014 as part of a World Challenge expedition. The dedicated 14 year old from Park View School, who lives in Chester le Street wants to visit the islands which are East of Ecuador in the Pacific Ocean as part of a development programme encouraging young people to gain life-changing experiences. She will be part of a team trekking, learning about the area and undertaking a community project in Ecuador as part of a 4 week expedition.

When Business Impact became aware of Madeleine's trip, they immediately offered to help fundraising efforts to pay for costs of her participation in the expedition, and are running a whole series of challenges and activities internally, to raise the funds needed to help Madeleine take part. Among the many fund-raising activities being planned are cake stalls and raffles for some great prizes, with all proceeds going to help Madeleine take part.

For Madeleine the opportunity to go to Ecuador and Galapagos and take part in the 4 week programme in July 2014 was one she could not turn down and she commented: 'I like to push myself to try new challenges and thought that this expedition would be an excellent way for me to expand my horizons, experience a completely different culture, and put my best efforts into helping the local community. I think opportunities like this don't come along very often and thanks to Business Impact this world challenge will become a reality.'

Nick Atkinson, National Sales Manager at Business Impact commented: 'We work closely with young people every day of the week, and see their drive, enthusiasm and commitment to improving themselves. Through our many apprenticeship programmes we are seeing

some of the most talented young people in this country take their first steps into the world of employment. We were particularly impressed with Madeleine when she approached us for support, and believe that for someone so young, she has already demonstrated immense confidence and great character to want to take part in such a challenging expedition. Hopefully our small efforts can help her gain this fantastic experience, and help prepare her for the future.'

**ENDS**

**For more information, please contact Mark Carton at Lateral Advertising  
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## **Editors Notes**

### **About Business Impact**

Business Impact is a national provider of results focused training, competitively delivered nationally across most industry sectors. The business works with companies of all sizes ranging from large multinationals to small local businesses, delivering Apprenticeships (fully funded in many cases), NVQs and commercial training. Whether looking for a 1 day bespoke workshop or want to recruit and train staff as an Apprentice, Business Impact expert trainers and support staff can help in every aspect of this process.

Business Impact prides itself on the delivery of service, experience and flexibility in the training and development market.

### **Service**

Business Impact offers a complete one stop solution for the identification, training and development of people within your business. Business Impact works across all levels within an organisation from apprentices to senior management/leadership.

### **Experience**

Business Impact provides a team of highly experienced personnel within the training and development environment, with the added value of offering a commercial perspective on how to best support your business.

### **Flexibility**

The range of services available from apprenticeship recruitment, skills academy development and long term training and development partner, ensures that Business Impact can offer a full national service on any level to support organisations in various sectors.