

Bright Sparks create radio advert for Catalyst!



As part of the marketing campaign for the Easter Holidays, Catalyst Science Discovery Centre were thrilled to have some WIRE FM airtime donated to them by local company Novelis Recycling.

Wire FM, a local radio station that covers Warrington, Runcorn and Widnes runs an initiative called Bright Sparks, where they invite a group of school pupils to spend time with a local business then visit the Wire FM radio station to create an advert for them. Catalyst invited pupils from Ormiston Chadwick Academy (formerly The Bankfield School) to work with producers from Wire FM to create the advert which will be aired for two weeks from 30th March.

Meryl Jameson, Marketing Manager at Catalyst said "We were really pleased that Ormiston Chadwick Academy agreed to take part in this project. The two adverts that the pupils created sound really professional and they should be very proud of their achievements. Of course this project would not have been possible without the generous contribution of airtime donated by Novelis Recycling from Warrington so we thank them and we hope these adverts will inspire lots of people to visit Catalyst over the Easter holidays."

"We are so glad you liked the adverts" commented Mrs Ursula Miller, KS4 Year Tutor who accompanied the pupils when they visited Wire FM, "We all had a really good day making them and I agree, they do sound great."

The adverts will promote the exciting "Chocolate" workshops that will be happening at Catalyst over the Easter Holidays. For more information see the Catalyst website at www.catalyst.org.uk

ENDS

Photograph shows pupils from Ormiston Chadwick Academy on their visit to the Wire FM Studios.

Catalyst is an independent charitable trust operated by Catalyst Science Discovery Centre and Museum Trust Limited. For more information contact Meryl Jameson, Marketing Manager at Catalyst Science Discovery Centre, Mersey Road, Widnes, Cheshire, WA8 0DF. Telephone 0151 420 1121 or email meryl@catalyst.org.uk

Novelis is the world's leading recycler of aluminium, recycling around 42 billion used drink cans globally every year. In the UK, Novelis Recycling has been driving the development of the infrastructure for aluminium can recycling since 1990. Novelis' recycling plant, located in Warrington, Cheshire. Was opened in 1991 although aluminium has been processed at the site since the Second World War.

The plant produces ingots for the beverage can manufacturing industry and has the capacity to recycle around 150,000 tonnes of used beverage cans (UBCs) per annum – more than every drink can sold in the UK.

Novelis neighbour is a global programme established in 2012 as part of our Social Responsibility (CSR) Strategy. We have an ongoing commitment to achieve industry-leading economic and environmental goals, while simultaneously improving the quality of life for our employees and their families, the communities where we operate and society as a whole.