

for immediate release



[insert your logo]

## The success of Learning at Work Day in **[insert name of town]**

An internal learning day for employees at **[insert company name]** on Thursday 25<sup>th</sup> May, was a huge success in showing staff the fun side of training and development and the benefits it can bring to both work and home life. As part of National Learning at Work Day, co-ordinated by lifelong learning charity, the Campaign for Learning, **[insert number that took part]** employees from across **[name of town/region]** were offered the opportunity to get involved in everything from **[insert activity]** to **[insert activity]**.

Swapping their normal workday tasks for a day of learning fun, staff from **[insert departments]** were able to discover their hidden talents, learn new skills and come together to share a new type of learning experience with their colleagues. **[Insert name and job title]** who organised the event at **[insert company name]**, said their involvement in National Learning at Work Day 2006 surpassed all their expectations. "It was a fantastic day for both staff and managers. Everyone got involved and really entered into the spirit of Learning at Work Day, making learning fun and effective. It was a great opportunity to boost staff morale, show our commitment to their development needs and promote our extensive training opportunities," **[insert name said]**. "Just one day of fun has helped staff see their full potential and recognise what learning can do for them in the workplace."

The Campaign for Learning, who support organisations of all sizes to run their own Learning at Work Day events across the country, has been delighted with the success of the 2006 campaign. "Once again organisations have amazed us with their imaginative and creative learning activities and what they are able to achieve through Learning at Work Day. The response from all types of organisations has been terrific with the numbers taking part growing for the eighth year in succession. Their involvement in Learning at Work Day shows the extent of the commitment from UK organisations to the development of their staff and the enthusiasm of employees to learn at work. We hope everyone who took part from Chief Executive to Shop Floor Worker will continue to learn at work and at home for life."

**More...**

To find out more about what took place for this year's Learning at Work Day and to register your interest for 2007 visit [www.learningatworkday.com](http://www.learningatworkday.com)

Notes to editors

- For more information on the event at [\[insert name of company\]](#) contact [\[insert press contact\]](#)
- For more information on National Learning at Work Day call Louise Dennis on 020 7766 0003 (07976 175 978 out of office hours) or e-mail [ldennis@cflearning.org.uk](mailto:ldennis@cflearning.org.uk)

About Learning at Work Day

- National Learning at Work Day has been co-ordinated by the Campaign for Learning over the past seven years to encourage more organisations to offer training and development opportunities at work to all their employees to benefit their home and working lives and the organisations as a whole.
- Learning at Work Day is supported by the Learning and Skills Council and the Skills for Life Strategy Unit.
- National Learning at Work Day is part of Adult Learner's Week, which is co-ordinated by NIACE, the National Institute for Adult Continuing Education. For more information on Adult Learner's Week visit [www.alw.org](http://www.alw.org)

About the Campaign for Learning

- The Campaign for Learning is an independent Charity promoting learning in the family, schools and the workplace.
- For more information on other campaigns and projects run by the Campaign for Learning visit [www.campaignforlearning.org.uk](http://www.campaignforlearning.org.uk)

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