



[insert your logo]

What a Day for learning at work in **[insert name of town]**

Thursday 25 May 2006 is National Learning at Work Day and employers across **[insert name of town]** and the UK are showing their commitment to staff learning and development with the help of workplace learning charity, the Campaign for Learning. **[Insert name of organisations]** is just one of the thousands of organisations across the country hosting fun and exciting learning opportunities including **[insert activities you have planned]** to inspire their staff to learn all year round for both individual and organisational benefits. The overall aim of Learning at Work Day, in common with the Campaign for Learning's wider workplace learning strategy, is to make learning a part of everyday working life, especially for those employees who do not traditionally benefit from workplace learning.

[insert name], **[job title]** from **[organisation]**, believes their Learning at Work Day events at **[organisation location]** will make a positive impact on staff motivation, company loyalty and employee productivity as well as providing staff members with transferable skills to help them day to day in their home and working lives. **[insert name]** explains, "Staff learning and development is key to our organisation success. Learning at Work Day gives us the opportunity to showcase existing training programmes, reach staff members who may be reluctant to put themselves forward for training and discover hidden talents in all our staff. The celebratory atmosphere of the Day helps to put the fun back into learning to create a culture where learning becomes part of everyday working life."

Through just one day of workplace learning, co-ordinators of the Day the Campaign for Learning, hope employers will follow the example of **[insert company name]** and begin to look behind the fun to see the business benefits of staff development. Linda Siegle, Chief Executive of the Campaign for Learning said, "Learning at Work Day is all about bringing out the talents of the workforce and showing that everyone in the workplace has something to learn and share."

More...

Linda continued, "Learning can help lead to promotion, better working practices and real returns on investment for the employer. It can also help you achieve personal goals and enrich leisure and home life too. The events taking place for 2006, in workplaces such as [insert company name], show just how important and exciting learning and development is becoming in the UK. We are delighted with the local response to this year's campaign."

Last year 5,000 organisations took part from large blue-chip companies to small family run businesses, public sector organisations and voluntary groups and everyone in between. Orange Business Services, the Honda Institute, Oasis Stores Ltd, Firstdirect Bank and Natwest Card Centres were amongst the big names that joined in the learning celebrations for 2005, highlighting the importance placed on learning and development in UK industry today.

The key to Learning at Work Day is that the learning should be fun and right for the individual organisation. Whether it's twenty-minute sessions or a full day workshop, the Campaign for Learning can help organisations put their training ideas into practice on 25^h May, joining [insert company name] and other local and national employers. With activity ideas, planning tips and practical resources, all the support needed to run a Learning at Work Day event is just a click or phone call away. Visit www.learningatworkday.com or call 0870 350 2345 to find out more.

- end -

For further information

- For more information on the Learning at Work Day event at [insert company name] contact [insert your own press contact]
- For information on National Learning at Work Day contact Louise Dennis, Public Relations Manager at Campaign for Learning on 0207 766 0003 (mobile 07976 175 978); 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

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