

FOR IMMEDIATE RELEASE

The search is on for young change-makers as the CHANGEit Award opens for nominations.

8 October 2009: An award to find the UK's next generation of change-makers launches today with 11-18 year olds invited to enter their campaigns, photographs and ideas for change into the CHANGEit Awards. Supported by Deutsche Bank and run by leadership development organisation Common Purpose, CHANGEit recognises, supports, rewards and inspires young people who want to take action to make the world around them a better place. Young people already running campaigns, and those with ideas for new campaigns, are encouraged to enter for training and cash prizes of up to £750.

The CHANGEit awards have nothing to do with academic achievement, and everything to do with citizenship and positive action. All types of campaigns are welcome and nominations can be submitted for individuals groups of all sizes. Last year's winners included campaigns against binge-drinking, to raise awareness of young carers, make school buildings more accessible, plan activities for a local elderly residence and build gardens in the local community.

CHANGEit will award prizes in three categories:

- **Innovation Awards**, are to support young people who have ideas to improve or change the world they live in. Finalists receive training and prize money to help develop their campaign.
- **Performance Awards**, are for young people who have already run successful campaigns that are having an impact in their local areas. This prize is a recognition of their campaigning efforts
- **Photography Awards**, are for young people's photographs of campaigning in action or images that show the change they see happening in the world around them.

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Julia Middleton, Chief Executive of Common Purpose explains the importance of rewarding and supporting the success of young people: *“Awards like CHANGEit help to discover and nurture the ideas, talents and passions of young people and directly supports the future leaders that will champion positive change in society.”*

Launched on 8 October 2009, the CHANGEit awards are open to nominations until 11 December 2009. Prizes will be announced in April 2010 at an award ceremony in central London. *Innovation* and *Performance* winners will be presented with a prize of £750 towards their campaign, and *Photography* winners will receive a prize of £250 and be exhibited at the award ceremony.

If you would like to nominate yourself or a young person you know, visit the website at www.changeit.org.uk where you can find information about this year's awards and submit nominations online.

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Additional materials:

- Detailed press kit at www.changeit.org.uk/index.php/media/press-kit/
- Hi-resolution images from the 2009 award ceremony are available on request.
- Previous year finalists may be available for interview upon request.

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Notes for editors:

- Common Purpose is an independent, not-for-profit organisation that runs educational programmes for those who want to improve the place in which they live and work. It does this by bringing together people from different backgrounds and sectors – who might otherwise never meet – and introducing them to different environments, communities and ways of working. www.commonpurpose.org.uk
- Deutsche Bank, as a leading global investment bank, seeks opportunities to play a positive role in addressing the needs of our local community with the same passion with which we endeavour to achieve only the best on behalf of our clients. In London alone we invest over £3m, engage 1200 employee volunteers and utilise the leadership of our management to bring positive change to those most in need. www.communityuk.db.com