

Press Release: The Magic Mirror

Children in **(name of the school's village/town/city)** will learn about the dangers of alcohol, drugs and tobacco thanks to a (e.g) community conscious business.

(name of your store) on **(the road of your address)** in **(village/town/city of your address)** has sponsored **(number of books sponsored)** educational books for **(name of primary school)**.

Children at the school will now use the books and resources to teach them about issues such as peer pressure, drinking and smoking.

The book, *The Magic Mirror*, is part of the Barney and Echo series and also comes with educational resources aimed at providing fun and interactive ways for primary school children to learn about important social issues. The series is published by the Police Community Clubs of Great Britain, an organisation set up by serving and retired police officers to help provide a safer life and inclusion to disadvantaged children.

(Example quotes to be attributed to business owner)

“##### are proud to have been involved with this important community initiative,” they said.

“It has been great to be able to contribute and support children through *The Magic Mirror* educational resources. We would like to wish all the children good luck as they work through the workbook.”

Kelly Griffiths is the Barney and Echo books UK project director.

“The Police Community Clubs of Great Britain would like to thank all local community-minded businesses who have backed this school campaign- without them many children would be without this vital educational resource,” she said.