

**Press release**

Budding entrepreneurs from across Middlesbrough are taking part in a brand new and exciting Easter holiday project called ‘The Mini Apprentice – You’re Hired’

The project which is in partnership with Healthy Schools, Extended Schools & Iron Guidance a local social enterprise will delivered by Apollo Arts.

The Mini Apprentice is a fantastic opportunity for children to learn the essentials of enterprise and how to become the next big thing in business in a relaxed, safe and friendly environment. During the project participants will:

* develop and create a range of products that will be sold at the Apprentice ‘Pop Up Shop!’
* create a range of marketing materials (posters, short ‘TV adverts’ and ‘radio adverts’) to advertise their products and explore the best way to make that all important sale
* discover the importance of product pricing, how to make a profit and (most importantly!) put all of their new found skills into practise as they sell their products at the Apprentice ‘Pop Up Shop!’ on Friday 13th April at 2pm at EMEC, Ormesby Road, Middlesbrough.

We would welcome the support from local businesses to call in and see what the young people have created and give feedback to our young apprentices. If you would like to support this event please contact Vikki on 07896152183

Sessions will run from Tuesday 10th April to Friday 13th April at the East Middlesbrough Enterprise Centre next to Unity City Academy, Ormesby Road, Middlesbrough.