

NEWS RELEASE

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Ref: INN021

Date: December 2007



Learning from charity partner

One of the West Midlands leading IT specialists has forged a partnership with a Birmingham youth association which goes beyond just boosting the charity's coffers.

Innovit will support bayc (Birmingham Association of Youth Clubs) as its charity of the year and aims to raise as much as cash as possible for the Pershore Road organisation, which supports as many as 200 youth groups across the region.

But the Kidderminster-based company is also keen to learn from the charity, and the young people it serves, especially about how young people interact with technology.

Innovit managing director Andy Dent sees the partnership as a genuine information exchange as well as an opportunity to raise money for a hardworking organisation.

"We work with technology everyday and take it for granted, but through our partnership with bayc we are hoping to learn more about how technology impacts on young people," said Andy.

"There's a big assumption that all young people have access to the latest technologies, but this simply isn't the case.

"Even in the time Innovit has been dealing with bayc, we have been struck by the amount of young people who do not have what we consider to be the basics such as access to the internet.

"As a company we can provide this kind of exposure, but there is a massive opportunity for us to learn from young people who come to technology for the first time because they will see things in very different ways.

"As a core part of our business is providing systems and support into schools and colleges, anything we learn from time spent with bayc will be invaluable in breaking down any potential barriers to using IT."

Peter Miller, bayc's chief executive, said: "We rely on individuals and companies to help support and fund our activities and we are delighted that Innovit has chosen us as its charity of the year.

"But our relationship with them goes beyond their benevolence, there is a real opportunity for both organisations to get much more from the partnership as we both believe that empowerment should be at the heart of what we do and how we deliver our services."

Innovit has a number of fundraising activities planned including a golf day, a black tie event and a skydive.

Notes to Editors

Innovit is a Midlands based provider of IT solutions for SMEs, professional services and education. The Innovit team work in partnership with client companies to maximise the potential of technology with the businesses, helping them to work smarter not harder.

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