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CRC STUDENTS EXCEL IN YOUNG ENTERPRISE COMPETITION

Monday 16th February 2009



A group of students at Cambridge Regional College (CRC) have received excellent feedback in the second round of the regional stages of the Young Enterprise competition, based on their innovative and unique service.

The group of 10 students, all studying National Certificate in Travel & Tourism, have created their own company called Tourz 'R' Us, which provides fun and informative walking tours of Cambridge, at bargain prices.

From September 2008 until April this year, the students will work on creating a working business with a genuine outcome. The company's organisational structure sees students taking on roles such as Managing Director and Head of Marketing. Team members must run the business professionally, which includes attending various meetings across Cambridgeshire, selling shares in the company and the production of their own marketing materials.

They recently participated in the first part, of the second round of the competition, which involved running an information stand in the Grafton Centre, advertising their service to members of the public. They received excellent feedback on their professional manner and appearance and a cash prize for the best information stand. The next part of this stage, on 26th April, will be to prepare and deliver a report and formal presentation to members of a judging panel.

On winning the prize, Zoe Childerley, the Managing Director said, "We really enjoyed hosting the stand and the team performed really well with lots of enthusiasm and energy. We were awarded a £20 prize for the best trade stand, which made me very proud and proved a good reward for all our work!".

Tourz 'R' Us provide a range of walking tours, with options ranging from £3 for a 1 hour tour to £8 for a hour 2 tour and guided punting. Tours run on Monday and Friday, starting at 11am. For more information, please email: tourzrus@hotmail.co.uk or call: 07531986956.

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NOTES TO EDITORS:

With more than 40 years' experience, Young Enterprise is the UK's leading business and enterprise education charity. With more than 5,500 schools and colleges participating in our programmes, Young Enterprise currently reaches more than 350,000 young people a year from primary school right through to university.

MEDIA ENQUIRIES:

For more information, please contact Lesley Devaney, PR & Events Co-ordinator, on 01223 418773 or email ldevaney@camre.ac.uk