



Prince's Trust

Prince's charity to change the record on young people

The Prince's Trust will launch Youth Week this autumn to tackle the negative perceptions of young people.

The national campaign will challenge the views of young people by highlighting the positive contributions they make to their communities. It will also encourage young people to seek help from organisations like The Prince's Trust.

The week-long national campaign, taking place in November, follows the concern around teenage knife and gang crime. It also coincides with a report by the youth charity that reveals 60 per cent of press coverage on young people is negative.

"When The Trust told me that 60% of press coverage on young people is negative I wasn't surprised. I would really like to start hearing more about the positive things rather than just the negative," comments Prince's Trust ambassador Lemar.

HRH The Prince of Wales' youth charity will lead on a week packed with announcements and activities including celebrity supporters, Premier League footballers, other youth charities, MPs and music artists.

Prince's Trust Young Ambassadors who have graduated from Trust programmes will kick-start the campaign with their stories. They will volunteer their time to go out and speak to local communities and shadow local MPs.

“If we keep telling young people that they are layabouts, losers and junkies, there is a real danger that they will believe they can’t do anything different. This campaign gives young people a voice, letting the public know about the positive difference they can and do make to their communities,” says Martina Milburn, chief executive of The Prince's Trust.

The week-long activity is the cornerstone of a three-month drive by the charity to change the public’s perceptions of young people. The dates of Youth Week will be announced next month.

- ENDS -

Notes to editors

- Youth charity The Prince's Trust helps change young lives. It gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 14- to 30-year-olds who have struggled at school, have been in care, are long-term unemployed or have been in trouble with the law.
- The Prince of Wales’s charity has helped more than 575,000 young people since 1976 and supports 100 more each working day. More than three in four young people The Trust helped last year moved into work, education or training.
- Further information about The Prince’s Trust is available at www.princes-trust.org.uk or on 0800 842 842.
- Research methodology - 17 newspapers were surveyed over 2 weeks from Monday 9 June 2008 to Sunday 22 June 2008. These comprised 5 tabloids, 5 broadsheets and 7 regional papers.

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