

PRESS RELEASE



Monday September 13th 2004

## DEEP LAUNCHES LEARNING PROGRAMME

The Deep, Hull's £45.5m Millennium Commission lottery project is launching its learning programme for the Autumn and Spring terms. The programme, sponsored by Young's Seafood is fully documented in a colourful teacher information booklet entitled "A Fish Eye View of the Ocean". This eye-catching publication showcases all learning activities on offer at The Deep, with sessions for all ages from foundation through to primary, secondary and post 16's. For the first time, The Deep is offering a series of lively ocean themed 'Writers' Workshops' running in November this year. Details attached.

The Deep's education programme has already been graded as 'excellent' by the Department for Education and Skills, and The Deep has welcomed over 60,000 participants in learning sessions since opening in March 2002.

Deep chief executive Colin Brown explained,

"Learning is at the core of everything we do here at The Deep. All the displays were designed with different learning styles in mind. Our new learning programme encompasses lifelong learning, with a special focus on primary and secondary education. The Deep offers sessions in a broad range of subjects including Science, English, Maths, Geography and Art & Design. All sessions are delivered by a team of in house qualified and experienced teachers together with specially invited guest speakers."

James Turton, head of marketing for Young's Seafood, sponsors of The Deep's learning programme commented,

"We are thrilled with the new learning programme and proud to be helping The Deep to educate the next generation. It's clearly designed to encourage learning in an exciting and innovative way. The Deep is providing a larger than ever programme building on its previous successes. By introducing the Writers' Workshops, which offer lively activities whilst keying into the National Curriculum, together we are able to offer schools something really special"

### **Photocall: 10am Tuesday 14<sup>th</sup> September**

Press are invited to photograph the launch which is taking place at the shark statue outside The Deep reception. Sue Jordan and Steve Hyde will be working with two children from Victoria Dock primary school and will display copies of the new programme, with a striking orange and blue image of a coral grouper on the cover.

**Further information (press)** please contact Linda Martin PR Manager, The Deep 01482 381090, mobile 07751 288 434

**THE DEEP**  
THE WORLD'S ONLY SUBMARIUM