

# The Life Channel Schools network launches at Cumran Primary School



**29 May 2009:**

Cumran Primary School is the first primary school in the South Eastern Education & Library Board to celebrate the launch of The Life Channel Schools in-school television network - 11th June at 10am.

The Life Channel Schools network, in partnership with Belfast Education & Library Board (BELB), delivers high quality programming, supporting key government initiatives such as the DENI's Every School a Good School. The network operates as a communications platform for each school to communicate with their students, whilst other partners including the IFA, PSNI and CSPs can also add content designed to highlight community initiatives. The Life Channel also helps schools to tackle key issues children may come across such as child obesity, staying healthy and being safe.

"The Life Channel is already making a major impact," said Jim Rodgers, BELB Chairperson. "I have absolutely no doubt it will gradually grow and grow, and will prove a resounding success."

Since its launch by then Prime Minister Tony Blair in February 2007, over 1000 schools in England have signed up with The Life Channel Schools network. An informal research study carried out by The Life Channel found that 88 per cent of schools installed the system to communicate key health and well-being messages to students; 81.5 per cent of schools with the network agreed it helps educate young people about nutrition.

Principal of Cumran Primary School, Rhonda Moles, said, "We are delighted to have installed The Life Channel Schools network, which will enable our school to have its own television channel, Cumran Children's TV."

According to Moles, students at Cumran Primary School will be developing their ICT Skills across all areas of the curriculum, creating their own PowerPoint presentations, videos and freeze frames for display on The Life Channel Schools network.

"We will be using The Life Channel Schools network to celebrate the children's achievements, while teachers are tapping into the many resources available centrally from the network to enhance the learning and teaching within PDMU topics, such as health, well-being and safety," said Moles. "We will also be using the eco programmes to further promote our standing as an eco school and permanent green flag holder."

Also attending the launch will be CEO of SEELB Stanton Sloane; Senior Education Officer of SEELB Alice Lennon; along with IFA members and schools from the SEELB and SELB. Parents are also invited to see the system in action from 2-3pm.

Alan Mains, The Life Channel's Head of Business for Northern Ireland, said, "I am delighted about The Life Channel's new partnership with Cumran Primary School and welcome them onboard."

The Life Channel is currently in 26 schools in Northern Ireland and plans to roll out the network across all schools in the country over the next two years.

"We are very excited to be one of the first primary schools in Northern Ireland to have installed The Life Channel," said Moles.



Principal of Cumran Primary School, Rhonda Moles, is excited her school is one of the first in NI to install The Life Channel Schools network.

**Press are invited to attend The Life Channel's launch at Cumran Primary School, The Square, Clough, Downpatrick, Belfast, BT30 8RB on 11th June at 10am.**

**End**

## Note to Editors:

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## COMMUNITY ENGAGEMENT THROUGH OUT-OF-HOME TELEVISION

The Life Channel Schools network, launched by Tony Blair in 2007, is an in-school television network owned and managed by the Life Channel. It is currently contracted in over 1000 schools, with a network growing rapidly across the UK. Content in Northern Ireland supports education initiatives including Every School a Good School, encouraging students to live the best life they can. The channel also provides interactive capabilities for 'school/college-specific' programming, where teaching staff, pupils, students and local authorities can broadcast their own content. The Life Channel system is a sophisticated, campus-wide digital notice-board which key stake holders can use to convey information to all students in schools.

The Life Channel was launched in 2004 and first implemented into GP surgeries throughout the UK. Today, The Life Channel network can be found in over 4000 fully contracted sites, including GPs, schools, colleges, pharmacies, opticians and children's activity centres, and growing. Heralded as one of the best 'local community' and health-related communication platforms, The Life Channel is the largest practice-based healthcare TV network in the UK and Europe. With a unique audience of over 5 million patients per month, The Life Channel is a screen-based communications network that, unlike broadcast television, goes out-of-home to find its audience.