

## **PR Guidelines**

Ayrshire Chamber of Commerce & Industry, Developing the Young Workforce-Ayrshire and Skills Development Scotland are delighted with any media coverage related to the Challenge and would encourage you to promote the Challenge where available.

Ayrshire Chamber of Commerce & Industry, Developing the Young Workforce-Ayrshire and Skills Development Scotland will be issuing press releases to the local media to promote the registration and outcome of the Challenge and to gain recognition for the organisations and apprentices involved.

However, we understand that you may also wish to carry out some PR as a result of the Challenge and to ensure that full recognition is achieved, we require that any person participating in the Challenge either as an Apprentice, Employer or Voluntary or Community Group benefiting from the Challenge who is involved in media coverage/statements, **must include the name of the initiative (Ayrshire Modern Apprenticeship Community Challenge) and the participating organisers (Ayrshire Chamber of Commerce & Industry, DYW Ayrshire and Skills Development Scotland).**

If you would like us to review your media releases prior to issue to ensure compliance with this statement, please contact Wilson Barrie by emailing your information to [wbarrie@ayrshire-chamber.org](mailto:wbarrie@ayrshire-chamber.org) For any other advice please call us on: 01292 678 666

Supported by:

