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**FOR IMMEDIATE RELEASE**

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## **Helen O'Grady Drama Academy Franchisees advise Prime Minister Gordon Brown they will not participate in this year's recession!**

As Helen O'Grady franchisees passed the half term mark in February 2009, they agreed to forward a letter to Prime Minister Gordon Brown, advising him in no uncertain terms that their Helen O'Grady businesses will not be participating in this year's recession. "We wanted to come together to make a strong united affirmation about what direction our business will take in 2009", explained Helen O'Grady National Director, Nigel Le Page. "We collectively agreed that our direction will be full speed ahead and we will not use the recession as an excuse for lower sales. To make this pledge more meaningful, we each signed a letter to the Prime Minister advising him of our decision and we sent it First Class mail to Downing Street."

Helen O'Grady Drama Academy is one of the few businesses in the UK which had higher sales in the first two months of 2009 than it did in the last two of 2008. Enrolment of students for the organization increased and Nigel Le Page believes that parents are still spending money for quality after school activities for their children, especially if the activity is perceived as good value. Le Page explained, "If our Helen O'Grady franchisees, with their natural flair for the dramatic, can't figure out creative ways to increase sales in this economy, then what chance is there for anyone else? So we spent time at our conference in January doing just that."

For more information, contact Nigel Le Page on **01481 200250** and/or visit [www.helenogrady.co.uk](http://www.helenogrady.co.uk).

## **ABOUT HELEN O'GRADY DRAMA ACADEMY**

Helen O'Grady Drama Academy is the most popular after-school drama programme in the world, with more than 50,000 students currently at its 1,500 plus locations both in the UK and internationally in 25 countries. Its copyrighted curriculum features original, creative lessons with a built-in advancing scale of language development that enables students of different ages and abilities to relate to the programme and progress at their own rate. Its curriculum differs significantly from traditional drama programmes, with an emphasis on activities that focus on verbal dynamics, creative movement and dialogue development. It also assists greatly in improving a child's confidence and self-esteem.

Helen O'Grady offers age-appropriate classes for students from 5 through to 17 years of age. The programme is designed to allow new enrolments throughout the year, space permitting. The curriculum content is ideally suited to complement the work being carried out in schools; GCSE topics are regularly included in the lessons. Helen O'Grady offers an 'In School' programme, themed workshops and cover for PPA time that brings its innovative curriculum directly into the classroom.

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