

PRESS RELEASE

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DRAMATIC TAKEOVER BY HELEN O'GRADY DRAMA ACADEMY UK FRANCHISOR

The world's most popular drama academy has been bought out by the Guernsey based UK Franchisor, Nigel Le Page and his company Helen O'Grady (CI) Ltd from their Licensor in Perth, Australia.

Established in Perth in 1979, franchisees now operate in 25 countries with over 60,000 students attending classes each week. In taking over from Helen O'Grady, Nigel Le Page will become the Owner and Licensor of the Helen O'Grady Drama System. The following comments were made by Helen O'Grady when informing other Franchisors of this development:

"Good leadership is not only about creative vision, driving growth and motivating people. Good leadership is also knowing when to depart, selecting the most able new leader and being a positive and supportive part of that transition. We are very proud to pass the reins to Nigel Le Page who first joined the UK operation in 1993. Nigel is absolutely dedicated to the company and all that it represents. Over the years, he has shown himself to be a driving force within the Helen O'Grady International network and has established over 50 branches in the United Kingdom, Europe and the Middle East. He is a brilliant exponent of the Helen O'Grady ethos and has the support of a very fine group of senior staff. We have no doubt that under the guidance of Nigel Le Page, the Helen O'Grady International network will go from strength to strength."

In recognising the amazing vision of Helen O'Grady in establishing a programme to improve children's confidence, self-esteem and communication skills, Nigel Le Page is most aware of how relevant their system is in terms of recent government objectives. The Bercow report (August 2008) highlighted the requirement for the education system to focus on improving the language and communication skills of young students. John Bercow MP has said:

"The ability to communicate is an essential life skill for all children and young people in the 21st century. It is at the core of all social interaction. With strong communication skills, children can engage and thrive. Without them children will struggle to learn, achieve, make friends and interact with the world around them." The Helen O'Grady system is totally focused on addressing these social and educational concerns.

The Helen O'Grady Drama Academy is now making a huge effort throughout the UK to raise money for **Children In Need**. With 48 branches of the Academy around the UK, and approximately 13,000 children attending classes each week, the target has been set high and Principals, teachers and their students are working hard to raise in excess of £20,000.

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