



Press Release

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TALK AND GO THIS SUMMER

This August, the *Hello* campaign (the national year of communication) has launched *Summer Talk* – a downloadable pack with games and activities that support families to encourage children’s communication skills when they are out and about this Summer.

Summer Talk, available from www.hello.org.uk/resources, includes fun and ‘easy to do’ activities for trips to the zoo, park and museum. It also contains games and challenges to keep kids entertained on car journeys and at home.

Partners from across the country, including *Hello* sponsor BT, Cambridgeshire Community Services NHS Trust, Signalong and Norfolk Community Health and Care NHS Trust and Children’s Speech and Language Therapy team, have provided the activities as part of their support of *Hello*.

One partner, Fink, has created a month-long calendar of activities in support of the *Hello* August theme of ‘Talk and Go’. This includes a free activity and conversation booklet for the summer holidays, tips and expert blogs from the likes of parenting expert Sue Atkins all available from www.finkcards.co.uk/resources/blog.

Fink is run by mother of four, Lisa Warner, and the company provides question cards to encourage conversation within the family to ensure children become confident communicators.

Alison Marrs, Professional Advisor for the *Hello* campaign, says; “This August is the perfect time for families to spend time together going out and about. At the *Hello* campaign, we know just how important family time is for children’s development.

“We want to support families to develop children’s communication skills when they are out and about. *Summer Talk* includes a range of games and activities that are fun and easy to do whilst at the same time encouraging children’s communication skills. A huge thank you to all of our partners for contributing their brilliant ideas and activities.”

Lisa Warner, founder of Fink Cards, says; “Fink stands for Family Interaction Nurtures Kids and we are on a mission to get people talking. We are delighted to partner with the *Hello* campaign as we both believe passionately that communication is the key to a successful and happy life. For the whole of August Fink will be supporting *Hello* with fantastic blogs from experts, tips, advice and much much more.”

During August, Fink are offering 50% of any order when HELLO is quoted online at www.finkcards.co.uk.

Hello is a campaign to make children and young people’s communication development a priority in homes and schools across the country. A *Hello* poll in January 2011 highlighted that 82% of parents would find more information on how children develop speech, language and communication useful.

Hello is run by The Communication Trust, a coalition of 40 voluntary organisations with expertise in speech, language and communication in partnership with Communication Champion, Jean Gross.

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For further information on the *Hello* campaign and August activities, please contact Laura Smith, Media and Campaigns Manager for The Communication Trust at lsmith@thecommunicationtrust.org.uk or call 020 7843 2519 / 07766651366.

About *Hello* and The Communication Trust

- *Hello* is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills.
- The campaign is run by The Communication Trust, a coalition of 40 leading voluntary sector organisations; in partnership with Jean Gross, the Government’s Communication Champion. Together we aim to make 2011 the year when children’s communication skills become a priority in schools and homes across the country.
- The campaign is supported by BT and Pearson Assessment and is backed by the Department for Education and Department for Health. Please visit www.hello.org.uk for further information.
- The Communication Trust raises awareness of speech, language and communication issues amongst everyone that works with children and young people. It was founded by Afasic, BT, CDC (Council for Disabled Children) and children’s communication charity I CAN.
- The Communication Trust manages a coalition of 40 voluntary organisations and an advisory group that includes the Royal College of Speech and Language Therapists. The Trust’s work is supported by the Department for Education and other funders. More information can be found at www.thecommunicationtrust.org.uk

About Fink

- Fink™ Cards were created by Lisa Warner (aged 40). Lisa lives in Northampton with her husband Glenn and their four children Naomi (21), Beth (18), Chloe (16) and Harry (14). The family started using ‘home made’ question cards to encourage conversation at meal times when Harry was just 2.

- Since then, the family has flourished with all four children being confident communicators and the family dynamic is vibrant, loving and alive. Lisa left her previous job in which she assisted in the running of the Warner family business to create Fink™ Cards.
- The family is happy to be interviewed as a group – they're a lively, chatty bunch! High resolution images of the family and the cards are available.