

# Gethin Jones Encourages to Go Explore



Former Blue Peter presenter Gethin Jones will show young people in the East of England they don't have to be scaling mountains or fighting samurai warriors to enjoy a thrilling lifestyle next month by calling on them to embrace the spirit of adventure with an exciting career in the energy industry. Gethin will speak to around 350 secondary school pupils from across the East of England at the interactive careers and lifestyle event Energise Your Future, which takes place at the University of East Anglia, Norwich, on 16 December 2008.

The event - which is being supported by around 20 local employers from across the energy industry spectrum - will give pupils the chance to try out a range of hi-tech gadgets and equipment used in the energy industry. They will also be able to take part in a number

of engineering challenges and workshops designed to get them interested in science and technology.

Energise Your Future will also be open to university/college students and the general public later in the day.

The Welsh star, who became a household name with his star turn on Strictly Come Dancing last year, will meet and talk about his own exciting life to an invited audience of school pupils as part of 'Go Explore', a new media campaign aimed at raising awareness among 16-25 year-olds of the career opportunities available in the oil and gas industry.

Go Explore is using the internet and digital media as well as advertising on radio and the press throughout the East of England to target its key audience. The campaign is being run by Aberdeen headquartered OPITO - The Oil & Gas Academy, the industry's focal point for skills, learning and workforce development, which has invested a six figure sum in Go Explore, which refers young people to the on-line information portal.

David Doig, chief executive of OPITO - The Oil & Gas Academy, said: "Go Explore aims to dispel the myths which surround working in the oil and gas industry and highlight the exclusive combination of factors that make it an exciting career. Energise Your Future looks at the wider energy industry and will help give people a taste of the different job opportunities this exciting sector has to offer.

"Where else do you get the chance to push your boundaries in some of the most challenging conditions on the planet or work with innovative and groundbreaking technology. For anyone looking for an adventure of their own there can be few career choices as exciting as this."

Energise Your Future will be open to invited school groups from 10am to 2.30pm and to the general public from 3pm to 6pm.