

Client: Hamilton Bradshaw
Source: The Daily Mirror (Main)
Date: 15 February 2012
Page: 5
Reach: 1143778
Size: 115cm2
Value: 4682.8



Charles: Help the young into work

PRINCE Charles will today criticise record high youth unemployment as he launches a plan to help 100,000 young people find a job.

His Prince's Trust charity will create 100 "job ambassadors" to pass on their skills and advice.

Dragons' Den star James Caan

► **PLEA** Charles



is backing the move, which he called a "no-brainer".

"With the right backing and funding, this could break the cycle of joblessness," Mr Cann said. "It's a great way to buck the trend of youth unemployment when jobs are desperately scarce."

Prince's Trust boss Martina Milburn added: "We know just how crushing and demoralising long-term unemployment can be. Our ambassadors

will share their experiences with young people and this will give them the inspiration and guidance they need to find a job.

"This scheme will make sure that an unemployed generation does not become an unemployable one."

The plan will also see help for more business start-ups.

Youth joblessness stands at around 1.04million but is expected to rise further in figures released today.