



17<sup>th</sup> April 2012

## **James Caan lends support to Creative Pioneers Challenge**

Award winning entrepreneur, former Dragons' Den presenter, and Tech City champion James Caan has joined the IPA/Metro's Creative Pioneers Challenge as its latest ambassador and patron. Caan is now the fifth patron, the other four include UKTI Business Trade Ambassador Brent Hoberman, IPA President Nicola Mendelsohn, Metro Managing Director Linda Grant, and Ed Vaizey, Minister for Culture, Communications and Creative Industries who is championing it.

There is just under two weeks to go before the entry deadline closes in this nationwide search to offer 300 young people employment opportunities in the creative and digital media industries around the UK. 100 companies have united behind this initiative including ITV, Facebook and Saatchi & Saatchi. Anyone aged 16+ can enter at [www.creativepioneers.co.uk](http://www.creativepioneers.co.uk). Deadline for entry is noon Friday 27<sup>th</sup> April.

Says James Caan Tech City Champion:

“Creative pioneers is a fantastic initiative from the IPA that puts a spotlight on digital and creative excellence. This is an innovative approach to nurturing and developing talent in the tech and creative industries, an area where Britain can redefine itself and provide job creation. The development of this industry, especially with the investment in tech city, will provide important economic growth. Last year I invested in a digital and creative recruitment firm Gemini Search and it is incredible how diverse the sector has become, we are seeing a significant increase in talented individuals.”

To view his biography click here (attached):

Successful applicants will begin work in September in a rich variety of roles as apprentices or paid interns in television and film production, gaming, digital technology, web design and analytics, social media, media planning and buying, creative services, marketing communications and advertising. Furthermore budding entrepreneurs with a strong creative business idea can also apply, and if selected will get access to the best in the business, and support to get their idea off the ground via office space, mentoring or investment.

Spearheaded by advertising trade body the IPA, The Creative Pioneers Challenge marks the latest phase of Nicola Mendelsohn's IPA Presidential agenda. It is being supported by sector skills council Skillset, and in partnership with UK's leading urban media brand Metro who will be running a four month editorial and promotional campaign nationwide.

Shortlisted candidates will take part in a speed dating event with companies offering placements and the winning candidates will be announced at the end of July.