



June 1 2009

College Hill Appointed By the British Council to Support Darwin Now

London, June 1 2009... The life sciences team of College Hill, the international business communications consultancy has been appointed by the British Council to develop a PR programme for its Darwin Now campaign, following an invitation to tender and a competitive pitch.

College Hill Life Sciences will work with the Darwin Now team to promote its 2009 campaign that coincides with the bicentenary of Darwin's birth and the 150th anniversary of the publication of his seminal work, 'On the Origin of Species'.

The account which will be led by Sue Charles, Managing Partner, Life Sciences, includes Dr Jon Davies, Adam Michael, Tony Stephenson, Gemma Price and Benjamyn Tan.

The Darwin Now campaign will feature outreach work and exhibitions in schools and further education colleges, extensive media relations and conference support, an interactive website with supporting workshops. The campaign is expected to run in up to 50 countries worldwide, including the regions of Europe, North Africa, East Asia, America and Latin America and will also comprise a three day international conference to be held in Alexandrina, Egypt in November.

Commenting on the appointment Sue Charles, Managing Partner, Life Sciences said: **"Darwin's work is central to modern day life sciences. We were delighted to be chosen by the British Council to support them in the PR for the Darwin Now Programme."**

Commenting on the appointment of College Hill, Dr Fern Elsdon Baker said: **"The College Hill team were clearly passionate about the PR potential of the Darwin Now campaign and had a number of ideas that set their proposal apart from the rest. They have a highly experienced and enthusiastic team and we look forward to working with them as we roll out our programme."**

ENQUIRIES:

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About College Hill, Life Sciences – www.collegehill-lifesciences.com

College Hill is an international business communications consultancy offering a wide range of complementary practice skills to businesses and institutions. Established in 1990, College Hill has over

300 staff supporting more than 250 retained clients worldwide served from offices in the UK, Germany, India, South Africa, China and the USA. See www.collegehill.com.

College Hill's life sciences team is unique in offering specialist expertise across corporate, financial, healthcare and marketing communications with outreach programmes to media, industry, public, financial and investment communities. Our service offering covers all communications disciplines including strategic counsel, PR, IR, media relations, public affairs, internal communications, marketing, advertising, copywriting, design, research and event management. The team has established a leadership position by working in partnership with our clients to deliver high quality communications that build corporate value and promote leading edge products, technologies and services.

About Darwin Now

Darwin Now is the British Council's contribution to the international celebration of the 200 year anniversary of Darwin's birth (on the 12th February) and the 150 year anniversary of the publication of '*On the Origin of Species*' (on the 24th November).

Through this international programme of activity the British Council is seeking to engage new audiences, to make Darwin's theory of evolution relevant to their lives, and to encourage involvement and debate. Darwin Now will look at the impact of Darwin's ideas and their impact on contemporary biology, medicine and society. It comprises a year long programme of activity including outreach work and exhibitions in schools and further education colleges, a mobile exhibition, interactive website with and supporting workshops. The campaign is expected to run in up to [50] countries worldwide, including the regions of Europe, North Africa, East Asia, America and Latin America.

In the UK, highlights include the British Science Association, Festival of Science in September, and a youth summit involving 60 students from around the world, which will be held at the Natural History Museum in July. The programme culminates in the "Alexandrina Conference" a three day international conference on evolution and society, which will be held at the Bibliotheca Alexandrina in Alexandria, Egypt between 14th-16th November 2009.

About the British Council

The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations overseas. Darwin is as an exemplar of the application of scientific methodology and international collaboration and Darwin Now provides an ideal platform for the British Council to highlight the UK as a respected partner for international cooperation in the field of science and ethics.

The British Council, which is celebrating its 75th anniversary in 2009, works in more than 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. During 2008, the British Council reached over 128 million people worldwide through a range of cultural programmes involving the arts, education, science, sport and governance. The British Council employs 7,900 staff, including 5,000 foreign nationals across a network of 200 offices in 109 countries and territories worldwide. For more information, please go to www.britishcouncil.org.