



ABi Associates Limited
The Grange, Neasden Lane, London NW10 1QB

NEWS RELEASE

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Young Food Heroes Show the Way Forward

They came from Harlesden, Willesden & Neasden to participate in designing and producing healthy energy bars and learn more about healthy eating.

ABi Associates in Partnership with Fortunegate Community Housing organised a series of cookery classes for 7-16 year olds on 4th and 6th August 2009 at Roundwood Unity Centre in Harlesden as part of Fortunegate's The Way Forward Project.

These activities are planned around the interests of local youth and according to Michelle Brown the Project Co-ordinator "The Way Forward" project is a Youth led summer holiday project for young residents of Fortunegate Community Housing. The project is planned by local residents and consultation was carried out with young children in the community to find out what they wanted to see available for them in their local community during the summer holidays. The Way Forward project is very different from other youth projects because it is planned and delivered by local people

and the residents who volunteer on this project have the opportunity to go and enroll in accredited courses in youth work. Residents seem to enjoy giving up their time to volunteer on the project as it gives something back to their community”.

ABi’s Managing Director, Vijay Amin who has established the Food Heroes 1,001 initiative as part of his London Leader’s programme explains how the idea came about. “I wanted to do something to inform and educate young Londoners about the value of good eating habits. All of us who have an interest in the well being of our youngsters have to be involved if we are to avoid a generation of young adults who know nothing about the value of good eating habits and to teach them that there is more to food than just fast food and unhealthy snacks. Food Heroes brings together the old and the young, the entrepreneurial and professionals in London to promote this message in a practical and fun way.”

The last few months have been busy for Food Heroes, visiting youth organisations, schools, food businesses and faith organisations to promote the project. They have organised a number of events such as test trading food and health fair for 15 women-owned micro businesses to develop their entrepreneurial skills and knowledge (organised in partnership with the Harvest Church), provided social enterprise support to community organisation who are interested in establishing food clubs and promoted entrepreneurial opportunities in the healthy food sectors to students, as part of the Young Enterprise initiative for schools.

Fortunegate’s Michelle is very pleased with “The Way Forward Project” so far. The children who have attended to date have thoroughly enjoy activities such as Music workshops, dance classes, Black History, arts and crafts, cooking, IT and so much more. These

fun activities offer children the opportunity to learn and build self esteem in a fun and caring environment”.

Ends

For more information on the Food Heroes 1,001 project, please contact Vijay Amin on 020 438 4550. E-mail: vijay@abi.co.uk

About ABi Associates Limited

ABi is a London based business and economic development company which provides a focused and diverse range of support to entrepreneurs, businesses and communities throughout the UK and Europe.

Established in 1995, its mission is “to unlock the potential of Ethnic Minorities through enterprise”. For over thirteen years, it has pursued, developed and promoted entrepreneurship within the UK’s ethnic communities through ground-breaking initiatives. As a result of this, it has acquired an excellent reputation and track record and is well respected by its clients.

www.abi.co.uk
020 8438 4550

Fortunegate Community Housing

Fortunegate Community Housing was formed in 1998, when it took over 1500 homes from Brent Council on the Church End and Roundwood estates in Harlesden. Today, as part of Catalyst Housing Group, Fortunegate is working to regenerate the area through building new homes, refurbishing substandard homes, and delivering employment, training and community development projects.

www.chg.org.uk/fortunegate

Food Heroes 1,001

In December 2008 the London Sustainable Development Commission announced its second group of inspiring London Leaders from organisations and communities across the capital (www.londonsdc.org/londonleaders/). Vijay Amin, co-founder and Managing Director of ABi Associates (www.abi.co.uk) and Faith in Business (www.faithinbusiness.co.uk) was selected as one of the sixteen London Leaders for 2009. Vijay's contribution to the London Leaders is the Food Heroes 1,001 project which focuses on improving the health and well being of young people in the Capital.

www.londonsdc.org/londonleaders/project_info.aspx?ID=25