

Media Release

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YES Company product ensures 'happy feet'

As many of advanced years, or anyone who has suffered a back injury, will tell you, dressing can be a challenge, particularly when it comes to pulling on one's socks.

This often painful and certainly frustrating issue was researched by Northland YES Company, 'Happy Feet' and resulted in the development of a new product designed to help those who have trouble bending over or lifting up their feet, to pull on their socks. It's a simple but innovative dressing aid made from PVC and vinyl and costs just \$12.

Sponsored throughout Northland by Far North electricity generation and lines network company, Top Energy, the YES Programme is part of the broader Education for Enterprise Programme (E4E) which fosters an enterprise culture in Northland schools, by focussing the curriculum in a way where students can see the relevance of their learning – and to help them develop into enterprising people. It's a year-long experiential business learning programme, where year 11 through 13 students form start-up companies, become directors and follow their own business plans to develop products/services which they market and sell. The programme is supported in participating schools by teachers and by a Regional Co-ordinator, who arranges directors' seminars, trade fairs, oral and end of year presentations and teacher/mentor training.

Called 'Easy Sock', this wonderfully simple idea was developed by Happy Feet Directors, Alana Cozens and Natalie Hewinson, both students at Whangarei Girls High School. Their product development ideas were crystallised following extensive research and demonstrations they'd conducted with Whangarei retirement village residents.

According to this enterprising pair, their product demonstrations were so successful many retirement village managers have called their school to place orders, on behalf of impressed residents. Easy Sock sales were also brisk at the YES Northland Trade Fair held in Kerikeri last Saturday.

These enterprising YES Company Directors say they enjoy being involved in the YES Programme, which gives them the opportunity to learn business skills such as marketing, communication and financial management and to deal with the real world.

Says Top Energy Chief Executive, Russell Shaw, "We see YES as a powerful, hands-on learning experience for Northland's young people. The programme teaches them about the business world and helps them develop enterprising minds."

Shaw also believes the YES Sponsorship fits well with other educational programmes his company sponsors in the Far North, including; WaterSafe - which teaches primary school children graduated learn to swim and personal water survival skills and the Far North Science & Technology Fair - which is an effective hands-on way to promote science and technology to secondary school students, while helping them to develop investigative and problem-solving life-skills. END.

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Pic.. YES Company, Happy Feet Directors, Alana Cozens and Natalie Hewinson.