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Press Release

[Immediate 16/01/2014]

Launch of

The BEE WORLD PROJECT

Designed and operated by The International Bee Research Association (IBRA)

This exciting and unique project aims to encourage teachers, schools and communities to have a greater understanding of bees and their importance to people and the planet. The programme looks at the problems facing bees locally as well as worldwide and searches for solutions.

Pollination and sustainability are the core aspects of this new programme.

This unique project is designed to bring individuals of all ages and cultures together through a fascination of bees. Primary schools in Wales will link to comprehensive schools and comprehensive schools will link to universities.

Welsh schools will have the opportunity to develop working relations with schools around the world. Welsh schools will be able to network directly with schools in the United States, Middle East, Germany, Australia and others, carrying out joint challenging ventures, investigations and sharing their findings.
The Bee World Project links directly to the Welsh Assembly Government's Education for Sustainable Development and Global Citizenship (ESDGC) and addresses a number of aspects in the National Curriculum.

Designed and operated by IBRA, the programme is receiving great interest from a number of leading organisations and individuals in diverse fields.

The launch will take place on the 30th January at the Royal Hotel, Cardiff at 9:30am to 13:30.

Guest speakers include: Sarah Red-Laird who flies in from California especially for this launch event. Sarah runs BEE GIRL, an internationally renowned educational Bee programme.

The International Bee Research Association (IBRA) was set up for the advancement of beekeeping science in 1949, so it celebrates its 65th anniversary this year. IBRA is unique and has the largest database of scientific information on bees and bee related interests in the world. It is internationally recognised as the world’s single source and foremost provider of information on bees.

IBRA would like to invite you / colleagues to attend this special event - a first of its kind in Wales.

Time will be set aside for media interviews and photo opportunities during the morning.

If you wish to attend this unique programme or would like further information please contact:

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IBRA is a registered charity, Reg. No. 209222