



**20<sup>th</sup> April 2007 – For Immediate Release**

### **Birmingham's Hospitality Wins Over Journalists of the Future!**

Children of journalists from all over the country enjoyed an afternoon of ballet, music and media as part of the National Union of Journalists Centenary celebrations.

The day of entertainment and culture was organised by Birmingham City Council who invited the children together with staff from The Mobile Creche Company to see just some of the attractions that Birmingham has to offer.

While the parents were busy attending the NUJ Annual Diplomats Meeting the children were treated like VIP's being chauffeured around the city by the Aston Villa bus, which originally transported Aston Villa to victory in the 1957 FA Cup final. They all enjoyed a fantastic day out, even joining Lady Mayoress Thelma Sharpe for afternoon tea and live entertainment from the City of Birmingham Symphony Orchestra and Birmingham Royal Ballet.

**Julie Williams, Managing Director of The Mobile Creche Company**, was delighted that the children were given such a fantastic treat.

Julie says: It's extremely really forward looking of the NUJ and Birmingham City Council to look after families in this way. A crucial part of organising events such as the NUJ annual delegates meeting is arranging professional childcare allowing delegates to attend without the stress of finding someone to look after their children, and for Birmingham City Council to arrange all this for us as well was just superb.

"The children had a really great time at the National Sea Life Centre before eating some of the best home made burgers I've ever tasted! We also had afternoon tea with the Lady Mayoress and were treated to some beautiful music and dancing. But the real highlight for the children was sitting in front of the cameras and reading the news at ITV Central, just like real journalists."

Julie adds: "More and more organisations are realising the benefits of organising professional crèche facilities such as ours and we've never been busier. In fact we're currently looking for franchisees to run their own mobile crèches, so if anyone out there is interested have a look on our website [www.mobilecreche.biz](http://www.mobilecreche.biz) where they'll find all our details."

**continued**

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Lady Mayoress Thelma Sharpe also thoroughly enjoyed the day out saying:

“I really like the ballet, so this was a real treat for me, as well as our guests from the NUJ and their children, to watch dancers from Birmingham Royal Ballet and students from Dance Track. It was also a pleasure to sit quietly for a few minutes and enjoy the string quartet from the City of Birmingham Symphony Orchestra. We're really lucky to have such wonderful, talented people in our city.”

The delegates themselves were also invited to an official reception with the Lord Mayor Cllr Mike Sharpe in the museum and art gallery, and an evening buffet and drinks with the Press Club at the Radisson Hotel.

**NUJ Project Officer and Conference Organiser, Debbie Smith**, also praised Birmingham City Council and The Mobile Creche Company for giving the children such a brilliant time.

“With over 300 delegates attending the National Union of Journalists conference, many of them with families, it is very important for us to provide childcare facilities. The Mobile Creche Company makes it possible for parents to have their children with them instead of leaving them with minders for a week. The children had such a fun time, especially with all the activities that Birmingham City Council organised and it gives them a holiday too!

“We are already looking at booking Julie for our conferences over the next four years as parents and children alike love staying with her.”

**END**

### **Photo Caption: (photo supplied by Birmingham City Council)**

Some of the children enjoying one of Birmingham's famous hand made burgers with Julie Williams of The Mobile Creche Company: children from left to right Charlotte Boumhela, Andrew Harris, Jesse Boumhela and Helen Smith

### **Editors Note:**

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