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Ghana TV show winner heads for Northumbria

Reality TV contestant Anthony Kofi Annan has won a place at Northumbria University, Newcastle, after triumphing in 'The Challenge'.

The 27-year-old from Ghana joins two other winners from the education show to have secured positions at UK universities. Following a format similar to The BBC's Apprentice, rivals on 'The Challenge' in Ghana competed against each other over three months in a range of televised tasks and interviews.

One such task involved selling white unmarked T-shirts, where they were

assessed on revenue raised and marketing strategies. Anthony's team decided to use the T-shirt as a platform to create awareness on the prevention of the Ebola virus, and for greater impact they collaborated with a Government institution in Ghana championing a similar cause.

Now in its sixth series, the highly popular show is run in partnership with the British Council and offers fully sponsored post-graduate scholarships as prizes.

Anthony will now join Northumbria's Newcastle Business School this month to study MSc Business with Financial Management. He said: "I'm really looking forward to studying at Northumbria, spending time in Newcastle and exploring the region. The UK is one of the best education destinations in the world, and over the years I have applied to study master's degrees and even a PhD there. I have a couple of family folks in the UK as well who have told me a lot about the culture, the people and the opportunities available out there.

"Taking part in 'The Challenge' was a completely new experience for me, particularly having to speak in front of cameras. Besides the nervousness, however, it was intellectually stimulating and a great skills-building exercise. Working with team members from diverse educational and professional backgrounds meant that I had to employ a lot of people skills to motivate and drive team success. Overall, I would say I have grown more confident, am a better team player and hungry for more success. 'The Challenge' also taught me that there is always a reward for those who dare to dig deeper; if nothing at all, they have enough soil to spare"

Rob Carthy, Director of International Development at Northumbria, said: "I'm delighted to welcome Anthony to Northumbria, and to congratulate him on his success in 'The Challenge'. I'm sure he'll have a fantastic time here.

"Having international scholars enriches university life by creating an even more vibrant and creative learning experience for all students. Their presence also helps to inspire the development of global graduates here at Northumbria, with the skills and outlook to succeed in an increasingly international labour market."

'The Challenge 2014' was sponsored by Ghana-based telecommunication company Tigo in collaboration with the British Council Ghana and supported by the Northumbria University, Newcastle; the Robert Gordon University,

Aberdeen Scotland and the University of Salford at Manchester. The show was produced by GhOne TV, a Ghanaian based multimedia company".

Post graduate study at Northumbria is designed for those students who want to change direction in their career or give it an extra edge, or for those who have a burning passion for their area of study.

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