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## Northumbria student reaches new heights

Northumbria Business student, Rob Austin, has been chosen to take part in the National Citizen Service's (NCS) first national advertising campaign.

Rob who is studying Business Management, was picked from over 130,000 young people to be shown on billboards across the country alongside BBC's The Voice 2014 winner, Jermain Jackman.

NCS is open to 15-17 year olds in England and takes place outside of term time in a two week full-time programme focused around fun and discovery, plus 30 hours committed to a community project that benefits both young people and society. The programme is recognised by UCAS and helps teens

frame their skills and experiences for interviews and university applications.

Rob said: “I had such a great experience on NCS and I hope by being part of this campaign, I can raise awareness of the programme to inspire other teens to say yes to it too. Since finishing my NCS Programme in 2012 I have become part of the NCS first Youth Board and volunteered on their yearly leadership week in 2013”.

The campaign, entitled ‘Our Future’, reflects Rob’s transformation in confidence following his participation in the NCS programme. Their image was shot by famous photographer Rankin and will be featuring on billboards across the country including dozens of locations across Tyneside. Rankin’s iconic visual representation reflects a positive portrayal of this country’s teenagers.

For more information on the programme visit [www.ncsyet.co.uk](http://www.ncsyet.co.uk)

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call [0191 227 4571](tel:01912274571).

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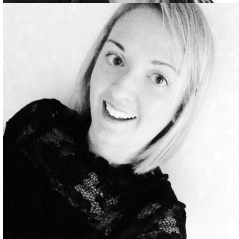


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