ADAM Award honours young talent

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Adam Bradford is a young entrepreneur from Sheffield whose talents have attracted the likes of Levi Roots and Peter Jones CBE. He is to honour the exceptional talent of a young person from his secondary school in celebrations on 12th January.

The award ceremony is part of celebrations at the Grove School in Newark, where Adam completed his GCSE qualifications after moving from his old school just months before his final exams.

Despite having problems with the headteacher at his former school and suffering from Asperger Syndrome, Adam achieved an astonishing 27 A*-C GCSE grades and has continued to become a National Ambassador for Peter Jones' Enterprise Academy and has launched an international IT business with the support of Levi Roots, the Reggae Reggae Sauce entrepreneur.

Adams work with young people involves being a Young Advisor in Sheffield, working as part of a team to influence youth policies and helping organisations to understand how young people work. His latest project 'The Initiative,' aims to unlock business potential within young people who need mentoring, training and inspiration to set up their own successful businesses. It has just won a substantial amount of funding from UnLtd - the foundation for social entrepreneurs.

Adam has been asked to present an award at his former secondary school in his name, The ADAM Award. It will be presented to a student who has Aspiration, Determination, Motivation and who has Achieved. The awards ceremony takes place on 12th January at The Grove School, Newark. Adam said: 'I am really grateful to The Grove for producing an award in my name. I believe that anyone can succeed despite what is in their way and I aim to prove that through my story. I can't wait to hear the story of another young person who has done fantastic things despite adversity. Young people are the future of the economy and society; they deserve support and encouragement to achieve their potential. I am really happy to be a part of that.'

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Company Contact:

Adam Bradford (c/o GBB Associates)

T. 07950313113
E. rebecca.jocelin@yahoo.co.uk
W. https://www.entrepreneuradam.tv

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