

25 February 2005

Dear Headteacher,

Subject: The Rhyme of St George Competition

We are writing to invite your pupils to enter a literacy competition to compose a rhyme which helps people to remember the date of St George's Day (23 April). The CLA is running the competition after a national poll in 2004 revealed that only 8% of young people and just 20% of people living in England could name the date of St George's Day.

The competition will be judged by Stephen Twigg MP, Schools Minister, Tim Collins MP, Shadow Education Secretary and the CLA President Mark Hudson.

Your pupils simply need to write a rhyme that is easy to learn and remember and that will help people recall the date of St George's Day (in a similar way to the popular rhyme "Remember, remember the fifth of November").

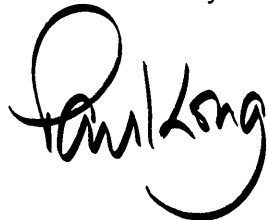
There are two age-group categories: for 11 years and under; and 12 to 16 year olds. There will be two prizes: one for each category with a guaranteed value of £500 per prize. Each prize will contain an element for the pupil and an element for their school.

The competition is open to anyone living in England who is aged 16 or below and it is very easy to enter.

We hope that the competition can aid your literacy work or simply be a fun activity for pupils to enter in their spare time. We have included an entry form and details of the terms and conditions which you may photocopy and distribute to pupils wishing to submit a rhyme. Please note entries must be received by 18 March 2005.

You can find out more about the competition on our special website page www.cla.org.uk/23april.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Paul Long', with a large, stylized loop at the end.

Regional Director

enc. Competition Entry Form, Terms & Conditions

The Rhyme of St George Competition ENTRY FORM

It couldn't be simpler! Just write a rhyme that will remind people that St George's day is the 23rd of April.

It can be as short or as long as you like, but it must be easy to learn and remember.

To enter the competition fill in this form, attach your entry to the form and post it back to:

The Rhyme of St. George, CLA, 16 Belgrave Square, London SW1X 8PQ

Entries must be received no later than midnight, 18 March 2005. The competition is open to anyone living in England who is aged 16 or below. There are two categories prizes: 11 years old and under; and 12 to 16 year olds. Entries must be accompanied by a signed consent from the entrant's parent or legal guardian.

Full name:

Date of birth:

Age:

School:
.....

School's address:
.....
.....
.....
.....

Consent of parent or legal guardian

As the parent/legal guardian of I hereby give permission for the above named child to enter the "Rhyme of St George" competition.

Signature of Parent / legal guardian

Dated:

Please securely attach your competition entry to this sheet of paper.

The Rhyme of St George Competition

Who can enter

The competition is open to anyone living in England who is aged 16 or below. There are two categories of prizes: one for 11 years old and under; and the other for 12 to 16 year olds.

Prize value

We guarantee that each of the two prizes will be worth at least £500 and will include something for the individual and their school.

Judges

The judges are Stephen Twigg MP, Schools Minister, Tim Collins MP, Shadow Education Secretary and Mark Hudson, CLA President.

Terms and Conditions

1. The Rhyme of St George competition is run by the Country Land and Business Association, 16 Belgrave Square, London SW1X 8PQ
2. Entry is open to all schoolchildren aged 16 and under on 31 August 2005. Entries must be accompanied by a signed consent from the entrant's parent or legal guardian.
3. Entries can be submitted by post, but the CLA takes no responsibility for entries lost, delayed, damaged or not received.
4. Entries are welcome from either the individual or via the school.
5. Any entry which, in the opinion of the judges, is incomplete, offensive, racist, or defamatory will be disqualified.
6. Entry is restricted to one rhyme per person.
7. All entries must be the individual's original and unpublished work.
8. The closing date is midnight on 18 March 2005.
9. By entering the competition, the winners agree to the use of their names and rhymes in CLA publicity material.
10. The CLA reserves the right to feature the name, photograph, and postal district of the winner in future promotions.
11. Entries and all rights in them, including copyright, will automatically become the property of the CLA on receipt.
12. Winners will be selected and informed by Friday 15 April 2005.
13. The judges' decision is final and no correspondence or discussion will be entered into.
14. The competition is not open to the family of any employees or officers of the CLA.