

Press release for Yorkshire Post newspaper (for illustrative purposes only)

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FOR IMMEDIATE RELEASE

Bradford-based Rosetta Stone Language Centre helps Afghan asylum seeker in both English and employment

The Rosetta Stone Language Centre, which is a provider of government-funded English language courses for asylum seekers among other courses, is keen to share with *Yorkshire Post* readers its recent achievements, which are having a positive impact within the asylum community in Bradford.

Ali Abu-Saeed, an Afghan asylum seeker who arrived in Bradford just seven months ago, successfully passed his English language exams with distinction. He then landed a teaching job at the Rosetta Stone Language Centre where he passed his exams. Although his English was already of a high level, he did not have the recognised English language qualifications to work in the UK and so signed up for an English Skills for Life course.

The centre was so impressed by Ali's speed of learning and the help he gave to other students in his class that the Director of Studies, Jill Davies offered him a teaching job, "We were so in awe of Ali's linguistic capabilities and help he gave to other students. I was about to advertise for another teacher but decided to offer the role to Ali. Now he's helping students from similar backgrounds to his own. It's so important to have a member of staff who can empathise with the difficulties asylum students face".

The Rosetta Stone Language Centre has also just been awarded a certificate for *Investors in People* because of its high teaching standards and exam success rates, not only for its government-funded English language courses, but also for Business and General English courses for foreigners.

The centre is offering a 50% discount on all courses throughout January. For more details check out the centre's website: RosettaStone.com.

Notes to editor:

1. The article would be best placed in the *People* section of the Yorkshire Post.
2. Two photos to be included, one at the top of the article of Ali holding his certificate and smiling. The second would be further down of Ali with his students in the language centre.
3. A 50% discount is offered for corporate Business English courses during January 2023 and is advertised on the company's website.
4. Press contact – Jill Davies the Director of the Rosetta Stone language Centre is available for interview about the centre's latest achievements. She can be contacted via email@ Jdavies@RosettaStone.com or by phone: 0473 123 465.
5. Ali can be contacted via the Admin Team at the language centre:
AdminRosettaStone.com.
6. The Rosetta Stone language school has been running for about 30 years. The school is highly regarded by many corporations that have used it to improve employees' language abilities such as Trip Advisor and Siemens. It prides itself on its communicative and immersive approach which aims to get students speaking in the new language immediately. As well as face-to-face classes, the school has developed a speech recognition App called

TruAccent®, which helps students with their pronunciation on the go. Students can choose to study general English or business English courses as well as many foreign languages.

7. The Language Centre in Bradford is one of the few “live” centres left in the UK where students can physically attend face-to-face classes. It is for this reason that the centre was awarded government funding to run English Skills for Life certification programmes for asylum seekers. It is sometimes difficult for asylum seekers to use online programmes for learning due to lack of Internet access where they live.