



Press Information

**FOR SALE: ENGLISH LANGUAGE, GOOD CONDITION, NO PREVIOUS OWNER,
EXCLUSIVITY GUARANTEED**

Own an exclusive piece of the English Language at www.adoptaword.com

The English Language is up for sale. I CAN, the children's communication charity, supported by Collins, is giving you the chance to exclusively own part of the English language at www.adoptaword.com. All proceeds go to I CAN and its work to help children who struggle to speak and understand words.

So whether you want to buy 'gold' for your girlfriend, 'pashmina' for your mum or just a 'treat' for yourself, from just £20 the word can be yours to look after for a whole year, to punctuate and place in sentences as you like.

A number of well known celebrities have already adopted their favourite words. English lexicographer and resident dictionary expert on Countdown, Susie Dent, has adopted 'moonset' because "(it) was the late, great Richard Whiteley's favourite word on Countdown, a show I have been with for over fifteen years...when 'moonset' could be found among the jumbled nine letters of a round, Richard's eyes would melt and he would simply repeat it softly, almost as a whisper." Former Spice Girl Mel C chose 'Red' as "it is my favourite colour. It is strong, powerful, energetic and can be dangerous", whilst Timmy Mallett, host of the famous word association game, 'Mallett's Mallet', opted for the word 'brilliant' as "it reflects my feeling about each day. There's always something brilliant to enjoy!"

Virginia Beardshaw, Chief Executive of I CAN says "Words are the building blocks of the 21st century life skill – communication. Words are fundamental to learning and relationships, yet between 1 in 10 children find communicating really hard and need specialist support to join in with other children and learn at school.

“**adopt a word** provides a unique, feel-good gift for anyone and everyone. By giving someone a word, you can help I CAN make a difference to those children for whom speaking and understanding words is an everyday challenge.”

Rob Scriven, MD, Collins Language comments "Collins is delighted to be working with I CAN on their **adopt a word** campaign. They have created a wonderfully original and fun take on language and how it is communicated. It will really get people thinking differently about words and what they mean to others."

To give a word a happy home buyers just need to log onto www.adoptaword.com and choose their own special word. As well as the novelty of owning part of the English language, and the knowledge that they will be helping children, they will also receive a gift pack containing an official certificate and an ‘after care’ booklet providing fun tips and advice on how to look after their new addition.

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For further information or images, please contact Liz MacEwen in the I CAN Press Office on 020 7843 2545 or email emacewen@ican.org.uk / media@ican.org.uk



Notes to Editors:

www.adoptaword.com

About I CAN

- I CAN is the children’s communication charity. Communication is the essential 21st century life skill – the foundation on which children learn, achieve and make friends.
- I CAN is committed to ensuring children and young people have the communication skills they need to join in, learn and thrive – particularly those who find speaking and understanding difficult. We do this through:
 - *information, training, support and online resources* for children, families and professionals
 - *direct service provision* through two schools for children with severe and complex speech, language and communication needs.
 - *consultancy and outreach services*

- a UK-wide network of accredited nurseries and schools which deliver I CAN's *Early Talk* and *Primary Talk* programmes.
- *raising awareness* through campaigns such as *Make Chatter Matter* and through initiatives such as the *Chatterbox Challenge*
- *campaigning* to place communication skills at the heart of children's policy.

About Collins

- Collins has donated a strong database of words to I CAN from Collins English Dictionary
- Dictionary makers for 175 years, Collins sits at the forefront of language monitoring with an extensive range of dictionaries offering the sharpest possible snapshot of the English language.

Images/ visuals available upon request:

The aftercare pack each buyer will receive (individual images available):



Personalised merchandise word-buyers can order featuring their chosen word:



For every dictionary sold through the website £1.50 will go to I CAN

