

Warwickshire Heart Charity Connects With Vodafone to Provide Training For Graduate

Midlands-based Heart Charity, Arrhythmia Alliance, has joined forces with Vodafone to provide work experience for a young graduate.

Vodafone's "World of Difference" programme sponsors young people to work in the charitable sector where they can both gain valuable experience and also contribute to their chosen charity's operations.

22 year old Katy Hogg, from Chipping Campden, graduated in July 2009 from the University of Portsmouth after which she took part in a "Study India" programme while she decided which path to follow for a career.

Katy said, "While I was in India, I attended an inspirational lecture where we were told that as the fortunate 1% in society, we should strive to give back to the 99% who weren't blessed with the fortunes that we were at birth. Therefore when the World of Difference UK initiative popped up in my inbox I was instantly excited."

Katy was lucky enough to be selected from all the applicants and opted to join Arrhythmia Alliance, helping to promote better diagnosis and treatment for all types of heart rhythm disorders. She focuses particularly on fundraising events to raise awareness and much needed funds for the heart rhythm charity. Katy is also helping to develop publicity materials and a section of the Arrhythmia Alliance website that encourages others to 'get involved'.

The 'World of Difference' initiative gives people over the age of eighteen the opportunity to spend time working for charities without having to worry about making financial sacrifices. It allows them to get paid experience - for two months or a year - at a charity of their choice in the UK or overseas.

Arrhythmia Alliance founder, Trudie Lobban, says, the "World of Difference" initiative is a great way for young people like Katy to gain valuable experience. We are delighted to have Katy with us for two months and are happy to partner with Vodafone in their worthwhile programme."

1. For more information, contact Joanna Fearnley at Joanna@heartrhythmcharity.org.uk
2. For more information about Katy, visit: <http://worldofdifference.vodafone.co.uk/uk/katy-hogg/>