

Reece's fiery dinosaur is a total success



TOTALLY AMAZING: Viv Griffiths of Sequoia, Highfield Year 1 pupil Reece Hardy and Carl Whitney of Sequoia pictured in front of the winning Totaliser!

IT'S not often that a primary school can call on the services of an advertising and marketing agency who usually work on major nationwide projects.

But that's what Highfield Community Primary School in Blacon did to add interest and motivation to the PTFA's fund raising campaign.

The PTFA approached Carl Whitney, managing director of Chester based advertising and marketing agency Sequoia, and also a long serving governor of Highfield Community Primary School.

They asked for support to help them create a monitoring device so pupils, parents and members of the community could get behind the school's fundraising progress and instantly know what sums had been raised so far.

Sequoia gave pupils the task of designing a Totaliser! that would be used to show each stage of the fundraising.

The standard of entries was extremely high, so Viv Griffiths, creative director of Sequoia, had no easy task when it came to picking a winner.

But one entry literally roared out at him, and that was Reece Hardy's dinosaur.

Reece, of Year 1, was awarded the prize of family cinema tickets for his fabulous T-Rex complete with spikes and fearsome tongue.

Reece's dinosaur was then introduced to Sequoia's design studio where the skills of a senior designer and sprinkling of Photoshop wizardry transformed it into a four feet high Totaliser! which now sits proudly in the reception area of the school.

As the fundraising progresses, graphics will be applied to the prehistoric scene including T-Rex footprints and spikes.