**FOR IMMEDIATE RELEASE**

**High Sheriff of Shropshire Launches New Initiative to Empower Young People**

The High Sheriff of Shropshire, Jane Trowbridge, is proud to announce the launch of **Youth Awareness Day**, a powerful new initiative designed to empower young people across the Shropshire, Telford & Wrekin to address the challenges they face and raise vital funds for youth-focused causes. This campaign puts young people at the heart of the solution, giving them a voice and the tools to make a real difference.

Youth Awareness Day culminates in a "Go Blue for Youth" focus day on **October 16, 2025**. Schools and organisations across Shropshire and Telford & Wrekin are being asked to wear something blue to show their support and donate to the Shropshire Community Foundation Youth Awareness Fund. The initiative goes beyond a single day, inviting students to participate in the **Enterprise Challenge**, a long-term fundraising project that encourages them to run their own mini-businesses and events.

"The statistics speak for themselves," said Jane Trowbridge. "Approximately 1 in 6 young people have mental health issues, and exploitation is increasing at an alarming rate in Shropshire. Having served as a Magistrate in Telford Court for 15 years, I’ve seen firsthand how the system has failed vulnerable young people caught in cycles of neglect and abuse. Early intervention and support are crucial."

The campaign's unique power lies in its commitment to being "by young people, for young people." All funds raised will be allocated by a panel of **Youth Ambassadors**—young people from across the county who will work with the Shropshire Community Foundation to select the charities and projects that they believe will have the greatest impact. This approach not only provides much-needed financial support but also equips young people with the skills and knowledge to navigate their own environments safely and responsibly.

"Investing in our young people is an investment in all of our futures," Trowbridge added. "This initiative provides a platform for them to raise awareness and create a sense of community and belonging that strengthens society as a whole."

Initial response to the project has been overwhelmingly positive, with numerous schools, local businesses, the police, and NHS staff already showing their support.

**To donate or get involved, please visit the Youth Awareness Day page on the Shropshire Community Foundation website:** [**https://www.shropshirecommunityfoundation.org.uk/youth-awareness-day/**](https://www.shropshirecommunityfoundation.org.uk/youth-awareness-day/)

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