



Primary School kids prepare for 11 plus exams at the 'School of Hard Rock'

On Friday 31 August, BBC Breakfast News will cover a unique event at a Primary School in Kent, where Peter Cook, author of 'Sex, Leadership and Rock'n'Roll' offers the kids the opportunity to prepare for their 11 plus exams through the medium of rock music.

Peter's book covers creativity, leadership and peak performance in business. On this occasion, he will be applying creativity to classroom learning, making maths and literacy rock! Peter engages the kids' heads, hearts and souls to transfer their learning into long term memory.

Peter Cook has been described as the 'Jack Black' of the business consultancy world. 'Sex, Leadership and Rock'n'Roll' has been acclaimed by Tom Peters, the World's Top Business Thinker and Phil Beadle, Guardian Columnist, Hard Rock Teacher and author of 'Could Do Better', who said of it 'This book rocks harder than early period Sabbath. I gulped it down quicker than Ozzy Osbourne used to down a bottle of bourbon'. Prince is the latest rock star to receive a copy of his book, signed in purple ink!

Contact Crown House for copies of 'Sex, Leadership and Rock'n'Roll'. Also available at Amazon and Waterstones.

www.academy-of-rock.co.uk